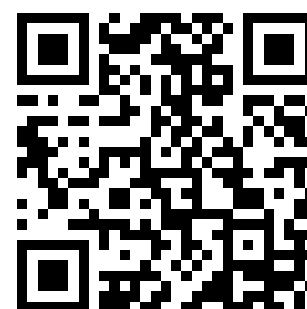


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ALADDIN'S WEEKLY

Printed and Published at Bay City Michigan By The ALADDIN Company

VOL. VII. NO. 1

FEBRUARY 1, 1919

PRICE 5 CENTS

OPPORTUNITY



If you are ambitious and have been keeping at least one eye open for the appearance of Opportunity on the horizon—here is her advance notice:

Opportunity is billed to appear in your town immediately. She is a bright, snappy, quick-moving young person.

She hasn't the time to ring the door bell, hand in her card and wait around for something to happen.

By no means.

Not at all.

If somebody doesn't meet her at the front gate with a welcome smile, a hearty handshake and a "Come in; here I am waiting for you; been looking for you; just let me show you how I can work, help and hustle,"—

If she is not given that kind of a greeting she passes on out of sight looking for a *real* live wire.

To live ones she's just plain Aladdin Opportunity.

To others she's MISS Opportunity.

So to repeat, here's Opportunity's advance notice.

Read every word of it, study it, learn it and Opportunity will reward you with golden "double eagles." You can call her by her first name.

To others—*Miss* Opportunity.

* * *

Now then: Aladdin wants more of his houses in your town.

That's natural—perfectly natural. Aladdin's work is giving people happiness by supplying new, bright, up-to-date, attractive, warm, comfortable, convenient, and money-saving homes.

But there are a lot of people in your town who don't know this. And these people are going to build homes this spring—and summer.

And many of them won't be Aladdin homes simply because their owners don't know about Aladdin.

That's the problem.

Here's the answer—

And here is where Opportunity meets *you* more than half way. Here is where she almost embraces you—almost.

As aforesaid, Aladdin wants more Aladdin homes in your town; and Aladdin is willing, anxious and glad to pay for the things he wants.

A little spare time asking your friends, and your friends' friends, if they or their friends expect to build—that's all. Except to send us the name of the prospective builder.

The next thing you open a letter from Aladdin with a nice, crisp \$20 check for every house you help us sell in your town.

How many houses do you suppose will be built in your town and county this year?

Well, it's possible for you to bank a twenty dollar Aladdin check for most of them.

Isn't this Aladdin Opportunity worth meeting with open arms?

Further details you'll find elsewhere in this issue.

Suggested Ads FOR Co-Operators

Before You Build---

Before you buy a new home let me explain how you can save some money. You should do as well as I did. You can do as well if you will look into this method I used—and to my profit. That's why I say—

Save \$150 to \$350

Depending on the size of home you want. I have the proof here, come and see it. Then I'll show you how I saved a nice sum of money building mine—and besides getting a better home.

(Name Here)

I Saved \$200--- Building a New Home

I'll be glad to tell you
how you can do it, too.

DROP ME A CARD

(Name Here)

I'll help you get a New Home for Less Money

You can save money building a new home as well as I did. For interesting particulars call at my home or drop a card to.

(Name Here)

The Story of Aladdin and His Wonderful Lamp



THE original story of Aladdin and His Wonderful Lamp is one of the most fascinating ever written. Its very origin is wrapped in mystery. It is perhaps the oldest and best known of all ancient legends.

Aladdin was a tailor's son in ancient China. In spite of the evil intentions of a wicked magician, who kidnapped Aladdin, sending him into a deep cave to get a magic lamp and afterwards kill him, Aladdin, by accident, evaded the clutches of the bad man. When the boy returned home, he accidentally rubbed the lamp. A great Genii instantly appeared, and falling on his knees before Aladdin, demanded to know how he could serve his master. The boy thus discovered that the possessor of the lamp could rule the world, for nothing was impossible for the Genii to do.

After ordering a rich repast, served on gold plates studded with diamonds, the boy requested beautiful clothes and priceless jewelry brought to him until he was magnificent in appearance and confident in himself.

Passing the Emperor's palace one day, Aladdin caught a glimpse of the Princess and straightway fell in love with her. Securing an audience with the Emperor and lavishing him with priceless jewels, precious stones and other presents, he asked the hand of the Princess in marriage. After many trials and difficulties, the Emperor's consent was secured.

To show his great appreciation, Aladdin called up the wonderful Genii and said: "Build me the most wonderful palace the world has ever seen. Line it with the finest rugs, tapestries and silks. The walls shall be of gold studded with jewels. AND BUILD IT IN A SINGLE NIGHT."

Calling in all his wonderful resources, the Genii built and finished Aladdin's home in a single night, to the great astonishment of the old builders, who required years and years to build a palace. Aladdin moved in and lived happily ever after.

Which can be said of the present day people who build the modern Aladdin home.

And thus originated the name "Aladdin" of modern house fame.

An Early Ambition Thwarted

Here is a delightful letter from Mrs. Hinderer. Surely she is an enthusiastic member of the Aladdin family and too, it can be said that the little son has early ambitions as a student, observer, investigator and business man:

Dear Aladdin,
Bay City, Mich.

Indeed I was very much surprised and pleased to be so kindly remembered by you on Xmas. I am still an ardent admirer of The Aladdin Co. and expect to have another Aladdin home some of these days. Am sorry to say Harry, my eight year old baby, is thoroughly disgusted with Aladdin and Aladdin houses. I thought it such a good joke I intended writing you about it even if I hadn't received your Xmas remembrance.

Harry was quite sick with an attack of the flu—it was the first two weeks in December—and he had to stay in eleven days, which is a long time for an eight year old boy. He is very fond of reading and amused himself by reading any

and everything he could find. One day he found my Aladdin book and was very much pleased with it because it had a lamp just like the one he had seen in a picture show in Georgia last winter, and because it had mother's name in pretty gilt letters. He became very much interested, especially when he found the dollar-a-knot guarantee. Every day he wanted to know if he could go out the next day and look for knots. At last the long looked for day came. Harry's mother bundled him up good and warm and he went all around the house. Finally he came in completely exhausted and sank in the first chair. He looked up in my face with a look of disappointment and disgust. "Mother," he said, "there are no knots." He can't see why you would make an offer like that and not leave a few knots, especially when they are such a good price.

Many thanks and a Prosperous New Year.

Mrs. H. A. Hinderer,
Jan. 1, 1919. Walsh, Ill.

ALADDIN'S WEEKLY



"He Profits Most Who Serves Best"

Vol. VII

FEBRUARY 1, 1919

No. 1

The Aladdin Plan for Co-operative Profit

SEVERAL years ago Aladdin established the Co-Operative plan for Customers only.

This Company has never sold its product through dealers or agents of any kind. It has steadfastly believed that the greatest service could be rendered customers by dealing direct.

The elimination of all in-between profits, middle men's profits and dealers' profits enabled us and does now permit us to save this money for the customer.

The agent or dealer must always add his profit to the manufacturer's price and the agent or dealer never adds any value to the goods.

Our houses have been almost entirely sold through advertising. Of course this advertising forms a part of our cost of doing business. By careful investigation of our records it was learned that this advertising cost is about \$20 per house.

It occurred to us that if a customer found a new buyer for us, we would save the \$20 advertising cost and what would be fairer than to give the customer the \$20.

On this theory the Co-Operative department was established. Aladdin customers quickly recognized in this a new, easy and pleasant source of revenue.

Thousands of Aladdin home owners have profited by this co-operation with us.

To them there is the

knowledge that they are assisting a friend or neighbor to obtain an up-to-the-minute well built and attractive home at a considerable saving in cost.

Aladdin Co-Operatives are now located in many thousand cities and towns about the country. And the coming year will be one of the biggest in history for sales possibilities and mutual profit.

Thousands of Americans have learned for the first time how to practice thrift and how to save. The government's great campaigns urging thrift, the buying of Liberty Bonds and War Saving Stamps, have changed the habits of a great portion of the American people. High wages have assisted in the accumulation of savings accounts too, and it is most natural to believe that these will be turned to account in the building of new homes.

It will be the purpose of Aladdin's Weekly to assist Co-Operators to find new customers. New ideas will be presented from week to week, sales plans developed and successful ideas of other Co-Operators exchanged through this medium.

Co-Operators are invited to write the editor about anything of interest to the organization, the work or themselves. It is the purpose to make this magazine as useful and valuable as possible.

Let us exemplify the truth of the adage: "He profits most who serves best."





A Hundred-to-One Shot

Putting Hump Into Hope

HOW many of you like to make a bet where you have ninety-nine chances to lose, to one chance to win?

That's called a hundred-to-one bet.

Not many.

All right. Now, how many of you have bought mining stock during your lives?

Hold up your hands!

Ah! A few; oh, there's another, and another. Well, well, it is surprising how many admit—reluctantly—to having “invested.”

But why are you so reluctant to acknowledge the fact?

Wait! Don't answer. 'Tisn't necessary, for the answer in every case is the same.

That's what you call a hundred-to-one shot, with the investor having the short end of the bet.

Technically, it's an investment with a high element of risk.

Practically, it's the poorest kind of a gamble.

But behind it all is a real, tangible, basic, fundamental, natural law.

Simply stated that law is: *The risk of loss increases in exact proportion to the expected profit.*

You expected, or were told, that you might get a hundred dollars back for every one you invested.

Big profit, big risk.

Take the other extreme. Liberty Bonds pay you a profit of four and one-quarter cents per year for every dollar you invest in them.

Not much, is it? But—you know where your dollar is all the time. You know that you can *always* get your money back. You *know* that it is as valuable, as safe as the dollar bill in your pocket.

Small profit—small risk—or no risk at all.

Do you get the idea? If you never forget it you will never have cause to blame anyone but yourself if you put your money in get-rich-quick schemes.

Matched up with the absolute safety of U. S. Government bonds is the investment in a home. Your money cannot get away from you, cannot be stolen, cannot be lost when it is invested in good real estate. There is a small speculative chance of profit and an equal chance of small loss, should you desire to sell.

But the principal cannot get away. It's safe.

It has been truly said that the first investment every man should make is in a home for himself. For in it he has the ninety-nine chances to win to the one chance to lose. And somebody else is not handling his money.

If the foregoing fundamental truths were better understood generally, there would be few instances of *lost* life's savings.

“Hope is but the dream of waking man.”
And what are dreams made of?

Do you hope for something? Dream on!

Unless you have an abiding faith in the Goddess of Luck, and that's a pretty thin foundation for the future, your hope will be like the fading shadows of sunrise—as oft recurring, and as elusive.

“Hope is the fawning traitor of the mind, while under color of friendship, it robs us of our chief force of resolution.”

Is your home still in the misty shadows of hope?

Then how long will the dream satisfy you—how long will you allow it to take the place of the substance?

Courage is often born of necessity. If you wait till necessity prods you along, you'll reap few rewards and realize few hopes.

The man who waits for his ship to come in is a long way behind the man who hustles out and helps steer it into port.

Put hump into hope.

Start something. You *want your own home*. Make the first move at once. Tomorrow easily becomes a habit, and they will lay you away under the flowers before you ever see the dawn of *tomorrow*.

Hope always looks to tomorrow. And hope without hump never deals in the present. It's always deferred, and but the “baseless fabric of a vision.”

Today's action lives; tomorrow's never will exist.

Give hope some reason to live, something to feed on, and then watch it grow and thrive.

Action is life; inaction, decay and death.
Put hump into hope!

Progress

Eighteen acres added to Aladdin's manufacturing facilities during 1918!

An immense addition duplicating the Big Ben Manufacturing Unit built and put in operation.

Many highly specialized manufacturing functions further refined, improved and simplified.

That's progress, isn't it?

Aladdin's *increased* facilities alone exceed the total existing capacities of all other manufacturers of similar products in the country.

He profits most who *serves best*.

There is the answer to the whole question.

Aladdin Service means better quality, better design, better construction, lower prices and better attention to *all* the wants of customers.

The great organization enters the new year better equipped than ever in the past to give 100% service to American Home Builders.

Aladdin's Garden Contest Resumed

An interesting home improvement contest similar to former garden contests is to be a part of the program for the big "Aladdin Family" in 1919. It starts today. Lets all join now.

FOR the last two years the "Aladdin Family" had a big, serious job on its hands. We had to get busy and do our share in making the world safe for Democracy and unsafe for murderers and home-destroyers. Now the big job is finished.

We can turn from the strenuous life of strife to that of beauty and progress. We are happy indeed to feel that we can go back to the good old days of garden contest work. It should be settled in all our minds that this year's contest should be as good if not better than those of other years.

We have not had time before for it, possibly, and our yards need attention. Let us get busy at once. We can

straighten up the yard and make it the most attractive spot in our community. That is a very good thought, too. Everyone would like to possess the most attractive place in his neighborhood. With a little thought and attention your home can be the beauty spot of your community.

Aladdin will make this year's contest a lively one. We are planning on the best results for this year that we have ever had in any garden contest, hence we have decided on the following prizes:

Four Grand Prizes for the best arrangement, setting, and care of home grounds shown in pictures.

Merit prizes of five dollars each for the best photo of home grounds of each house class

—that is, photo showing Georgia home and grounds which the judges decide is better than all other Georgia home pictures submitted for their consideration. Merit prize of five dollars in gold for the Stanhope photo which the judges select as the best of all Stanhope photos submitted, and so forth.

This gives one an equal opportunity to win official recognition of his efforts.

Another feature of former Aladdin contests that will be used this year is Aladdin's free seed arrangement which will help participants in the contest.

If you will specify your desire to take part

in the contest on the enclosed blank and itemize the kind of seeds you wish to plant around your home, they will be sent free. We have purchased sufficient seed to take care of your needs and our supply averages about fifteen packets for each Aladdin Home owner. Try to hold your order within this limit—fifteen packets.

Why not start now to be a member of the Garden Contest? We want every Aladdin Home owner to take more pride in his home and grounds and we hope that each Aladdin owner takes part in this contest. Start the ball a-rolling now by sending in the enclosed blank.





“Dying Hopes”

“**T**OMORROW,”—the siren of the brightest hopes whose echo of the future with good intentions—Observe, you, the fulfillment!

“Time wasted is *existence*,—used is *life*.”

Forty years’ existence in the shadow of the landlord! Their dream of home—

Each day’s decision dissolved in the promise of *to-morrow*.

Hope in the future undermined the will to act, until—

The awakening—the shattered dream, the hope of home is fading in the mist of opportunity lost.

Father has in his heart the bitter knowledge of his failure to provide.

Mother bravely tries to face the darkened future!

’Tis the tragedy of a thousand lives—*To-morrow*!

Are you in this drama?

—O. E. S.

Practical Suggestions for Co-operators

The Editor Desires to Receive Ideas
and Suggestions from Co-operators
for this Department

Now Is the Time to Start

Three years of home building will be crowded into 1919.

If that doesn't spell Opportunity for Co-Operators, what in the world does?

Since the war began in April, 1917, American Home builders have had little chance to start work building. And during the great part of 1918 Uncle Sam put his foot down and said; "No building at all."

But Uncle Sam couldn't stop people from wishing for their homes and planning for their homes and saving for them too.

And this great big demand for homes has been dammed up like a river. The more it became difficult to build the keener the people became to build. The dam will let go this spring. The accumulated demand of two years, plus the regular normal building of the coming year must be satisfied as completely as possible during 1919.

The Co-Operating Profit Sharing Plan gives you the opportunity to share in this big business to render a distinct service to your friends and neighbors and to increase your income handsomely.

Now is the time to start.

Real Estate Transfers

If real estate transfers are published in your local papers it will be an easy and simple way to learn of a prospective customer. If they are not published you can secure them by going once a week to the Register of Deeds office in the county building and make a list.

Do not, however, send us in all the names of people concerned without knowing something about them. For instance many transfers will be of business property and it would be a waste of our time and catalogs to write these people. Residence property transfers are the logical prospects. Remember to use judgment when recommending to us the names of prospects and feel reasonably sure in your own mind that there is a chance for an Aladdin House sale.

Keep a list of all names you send in to us. This will avoid sending the same name twice and will be a valuable record for you. It will permit you to keep track of your prospects and when the occasion presents itself to discuss with them the building subject.

Do not fail to again read the instructions printed on back of Co-Operators Agreement Blank which you signed in becoming a Co-Operator. If you have misplaced this blank we will be glad to mail you another. Long experience proves that the work should be carried on in accordance with these general instructions.

A Profitable Suggestion

It will be profitable for you to take pencil and paper and put down the names of all your friends and acquaintances who are not owners of their own homes.

After you have completed the list begin considering the circumstances of each to determine whether you think they could be interested in Aladdin Homes. Give each one the benefit of all reasonable doubts and then take the first opportunity to discuss it with them.

In the meantime send us their names and addresses carefully and legibly written. Give us any unusual facts concerning each to assist us in a thorough knowledge of the prospect.

You will be surprised how many good prospects you have among your acquaintances, each of course a prospective sale and a prospective twenty dollar check. Do this today.

Winter is the harvest time for Co-Operators for it is then that homebuilders plan for spring and summer building. And you have an opportunity to get them interested in Aladdin houses before other plans are made. Then too the winter evenings are easiest to find people home and with time to consider the subject.

What member of the Aladdin family can boast of the *biggest* family?

Have you saved all your Liberty Loan, Red Cross and other buttons? Some day they will be highly prized by everyone.

Twenty dollars is the interest on a hundred dollar Liberty Bond for five years.

Aladdin wants to receive pictures of babies born in Aladdin houses. There will be a corner in the Weekly to print these little portraits.

Don't fail to read about Aladdin's 1919 Garden Contest in this issue.

Shall We Have a Friendly Contest?

Few things stimulate us to greater efforts than a spirit of friendly rivalry.

It's the sportsmanship in the blood of every American. We all like a contest. We all like to participate in a contest as well as observe one.

Well, then, some one offer a suggestion to the editor for a friendly contest between Co-Operators for 1919 honors in Aladdin House sales.

To be fair, consideration must be given to percentages of population in the respective communities where each operates. Beyond that suggestion and the promise of suitable rewards to the winners, no other suggestions will be made here.

The editor will send a nice big red Michigan apple for the best plan of contest received from Co-Operators.

Who'll get the apple?

What Is The Quota Club?

The Quota Club is composed of energetic Aladdin customers scattered over the whole country.

What is more important, however, is that every one of them is on the Aladdin Pay Roll!

Ah! that interests you, doesn't it?

"How can I, who am an Aladdin customer, get on the Aladdin Pay Roll?" you ask.

Simple, very simple.

Become a member of the Quota Club.

And to do that, join the Quota Club, you need only find one customer for Aladdin. Please note that *you* wont need to make the sale. Find *one* home builder whom *we* can sell.

At that moment two things happen. First thing: you receive your credentials as a member of the Aladdin Quota Club; second: you are on the Aladdin Pay Roll.

You receive a check for twenty dollars as fast as the mails can carry it to you.

Just as certain as can be your first pay day will be followed by many others, for when you have found how nice it is to get a twenty dollar check with so little effort you will extend your endeavors to *find* other Aladdin customers and make the pay days occur, recur, repeat and multiply.

Read and sign following application for membership NOW:

"Old houses mended cost little less than new before they are ended."

The Sun never sets on Aladdin Houses.

The Aladdin Company, Bay City, Mich.

I herewith make application for membership in the Quota Club and will do my best to obtain this distinction by securing prospective customers for Aladdin Houses. I would like to receive Aladdin's Weekly regularly (no charge).

Name

Street

Town

State Date.....



Monday

On Monday, after Sabbath rest, a man should go to work with vim, roll up his sleeves, pull down his vest, and show there are no flies on him. If happy fortune he deserves, he'll laugh to scorn "Blue Monday's" woe, and he will say, "Now, watch my curves, and mark the swath that I shall mow." Get started right on Monday morn, nor pause with grouches to condole; go, paint the fence or shell the corn, and work with music in your soul. Go forth among the busy men, and show them you can do your share, and when the Sabbath comes again, 'twill find you right side up with care. Ods bodikins! Beshrew the skates who start the week with idle hands! The Master of the Vineyard waits and for our labor makes demands. Tradition says that Monday's blue, but that to us should seem a joke, if we have useful work to do, and strength to bear our padded yoke. The man who has an honest task should never to a roar give vent, nor hide his face behind a mask of grouchiness and discontent. No mortal has a right to kick unless he has no work to do, or, having work, is too blamed sick his daily duties to pursue.—Walt Mason.

Excel the Average

Time is the currency of labor. Labor is the absolute foundation of all values. It is the basic price-mark. All things material are, therefore, measured by the hour-glass.

To him whose device saves time comes the material rewards. "Saving time" is only a figure of speech. We cannot save it, hoard it, pack the hours away in our strong box, to be used later. We cannot dam up the flowing seconds, turn them into a reservoir and draw on the surplus when needed.

Literally, this is impossible, but we can accomplish the same result by establishing an equivalent—a representation—a material expression of time. This we have done through the medium of money—gold.

Yet, how could we save money if all men's time were of exactly equal value? I could produce no more than my neighbor. My time being worth no more than his, I must in reality trade one hour for his one hour. There would be no profit, no surplus, for either.

But if I devise a way to plow two furrows to his one—and yet expend no more energy, then I can lay up a surplus—make a profit—for I have "saved time." He trades me his full hour for

that part of my hour which is equal. The rest goes to my surplus.

This is the key to progress, advancement, success!

Achieve the result with less time or less money.
EXCEL THE AVERAGE.

O. E. S.

A Dream Come True

Yes, boys, I've got that home o' mine.
At last my dream's come true—
Tell you I fooled the landlord fine
By buildin' slap bang new.
Instid of payin' higher rent—
Been raisin' ten years past
Till most I earnt for this was spent—
He thought 'twould al'ays last.

A leetle windfall dropped my way
When in a desp'rate stew
I tried to figger out, one day,
Jist what was best to do;
Tell you the grass aneath my feet
Grewed not the leetlest mite
Before I had my plans complete;
I ordered 'fore the night.
My small "Aladdin," all the while
My heart kep' singin' HOME,
An' wife put on the broadest smile,
I think "neath heaven's dome.

An' then we got a hustle on.
The way that buildin' flew,
'Twas Readicut, our work half done,
Each piece fit neat and true.
An' now we're in, at home to friends,
Jist come with me an' see,
No dread of rent our way attends,
From landlord bonds we're free.
—IDA L. REED.

"Will you share my lot?" asked the ardent suitor.

"If it has an Aladdin house on it," was the wise reply.



Found Recipe for Joy

Here's a recipe for joy—discovered by a Chicago man, too: Go build a home for yourself. The Chicago man says this is one of the most joyful experiences in the world, ranking right next to marrying the One Girl. Yes—this is an old saying. But it is a wonderfully true one, isn't it? And building a home—however humble—will do more than bring joy—it will work a revolution in your thinking, won't it? When a fellow owns his home he feels himself one of the solid citizens on whom the fabric of society and the superstructure of the commonwealth rest, doesn't he? And the result is a rush of sanity and caution to the head, you know—that is, when the head is not occupied by a vacuum.

Some fail to build homes for themselves under the mistaken impression that the task is too difficult. But when ill, they never think it too difficult to try to get well, do they? They always send for a doctor, don't they? Then why, when thinking of trying for a home, don't they get busy.—Detroit Free Press.

I Remember, I Remember

The Aladdin where I was born,
The little window where the sun
Came peeping in at morn;
He never came a wink too soon,
Nor brought too long a day,
And Dad was always happy,
For we had no rent to pay!

Life's Ideal

"A healthy home, presided over by a thrifty, cleanly woman, is the abode of comfort, of virtue, and of happiness. It is the scene of every ennobling relation in family life. It is endeared to a man by many delightful memories, by the affectionate voices of his wife, his children, and his neighbors. Such a home is regarded not as a mere nest of common instinct, but as a training ground for young immortals, a sanctuary for the heart, a refuge from storm, a sweet resting place after labor, a consolation in sorrow, a pride in success, and a joy at all times."—Samuel Smiles.

A little painting now and then will make the home look new again.

The ornaments of a home are the friends who frequent it.

ALADDIN'S WEEKLY

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VOL. VII. NO. 2

FEBRUARY 8, 1919

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Sales Dept

Here's a Red Hot Idea for Co-Operators

It's the biggest thought of the year.

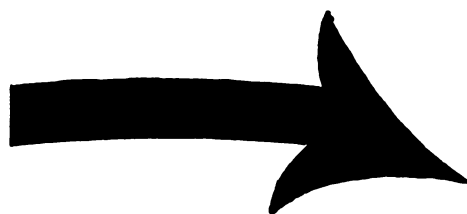
It's just chuck full of sales possibilities, and chuck full of twenty-dollar checks.

It popped out of the sales department this week, and it's raced around in the heads of everyone in the organization—day and night.

The more it was examined and tested, the bigger and better it looked.

So, here it is—right off the Aladdin grid-dle. Read it, study it, absorb it—and put it to work—quick!

See Pages 2 and 3—Quick!



Suggestions and instructions for use of circular on opposite page

HERE'S how to start the big idea working for you—how to extract profits from it.

The circular shown on the opposite page should be taken to one of your local printers. Ask him to copy it exactly and print as many as you can find ways to distribute.

Instruct him to copy it exactly in every detail.

Have him put into the coupon at the bottom following the "Number," the figures representing the number on your "Co-Operative Plan" blank which you signed when becoming a Co-Operator.

Hand these to as many people as you can find whom you think will be interested in the home building subject. Or if practicable just mail them out in plain envelopes. In some places it will be profitable to have them distributed at houses.

Don't put your names on them.

You will ask, of course, how you will get credit for sales made in this way. The answer is simple. The number printed in corner of coupon tells us, immediately upon its receipt, who distributed the circular. Just as soon as we see the number we turn to our file and find what Co-Operator it belongs to. We then place name of inquirer to credit of that Co-Operator. When the sale is made check is mailed.

To get big profits out of this don't wait. Now is the time, during the winter months to get Aladdin catalogs in hands of prospects.

By the time the building season opens they will have had plenty of time to pick out their houses, write us and get full information and be ready to place their orders.

These circulars should not cost more than a couple of dollars a thousand and will bring many, many times their small investment back to you in profits.

If you have no way to get circulars printed, write us and we will get it done for you.

ALADDIN'S WEEKLY

"He Profits Most Who Serves Best"

Vol. VII

FEBRUARY 8, 1919

No. 2

How to Build at Before-the-War Costs

Don't be discouraged!

Where there's a will, there's always a way.

And there is a way to beat the high cost of building.

There's a way to build at *before-the-war costs*. There's a way to avoid the high prices asked for lumber and building materials by the dealers.

Dealers in your town will probably tell you that lumber and labor have risen in prices from 20% to 40% or more. And that's probably true. The dealer can't sell his materials for less than they cost him so he must keep his prices up until he has unloaded his present stocks and can buy cheaper should prices to him from his wholesalers be reduced.

Of course when you buy lumber from your dealer you must buy one-fifth more than you will use. You must pay for one-fifth more than you can use.

Every fifth dollar you hand him will put nothing into your building. It'll be wasted.

And that can't be helped—if you buy from the dealer. But don't blame the dealer. It isn't his fault. It's the old system.

Well proved tests show that eighteen per cent of the lumber used in building houses goes into the waste pile. Bless you, of course it's good lumber and costs just as much as the lumber that's used, too!

To save that waste then, is to offset the present increases in cost of building—the present high cost of lumber. It will secure your lumber for your home at the prices prevailing before the war inflated them.

What about labor?

We all know it's high. But if we find a way where six men can accomplish the same results that used to require ten men—

Yes—you've guessed it. When we can do that we can offset the high cost of labor too, can't we? And we won't have to reduce wages or skimp the job.

It is possible to beat the present high cost of building, and it is possible to build at before-the-war prices then, isn't it? Assuming, of course, that these two things can be done, it's possible.

Present high prices of lumber and labor need not stop any one from building their home this spring or summer because it is possible to build at before-the-war costs.

The Aladdin System of Construction saves the 18% lumber waste and the 40% labor waste.

Aladdin Houses will save you waste and help you build at before-the-war costs.

Do you want all the facts?

There's just one way to get them. Your name and address written on the blank space below sent with a 4 cent stamp to the Aladdin Company, Bay City, Michigan, will save you several hundred dollars on your new home.

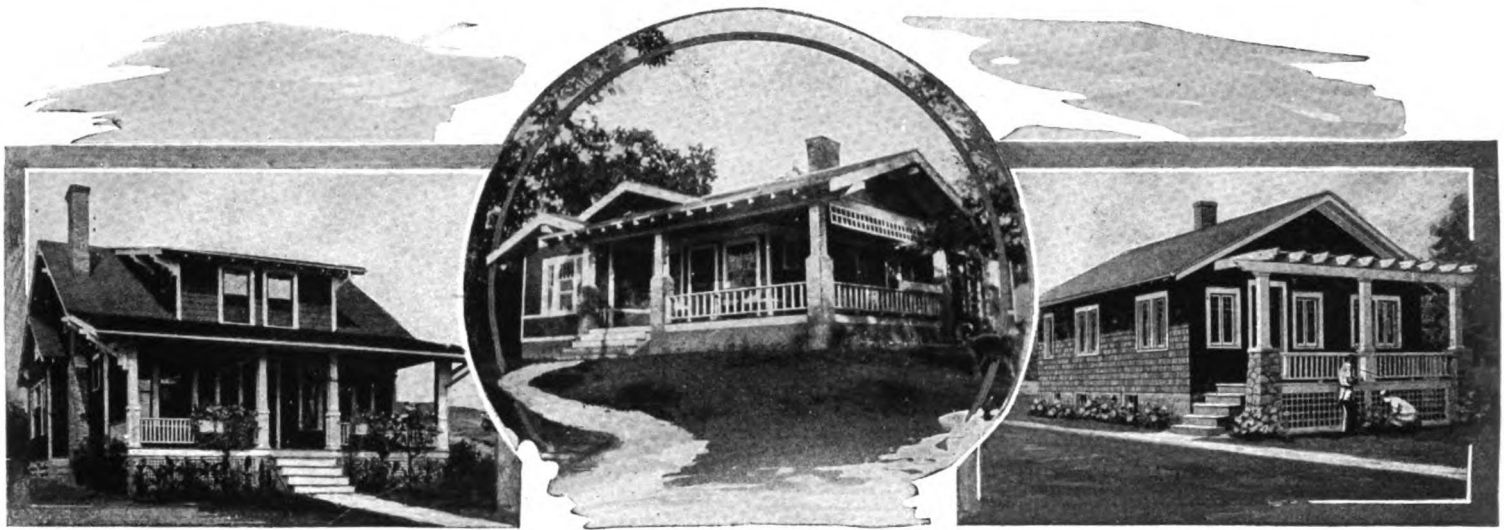
Sign and mail this today.

If you now
own your own
home, hand
this to a
friend who
doesn't

THE ALADDIN COMPANY, Bay City, Mich.

Enclosed find 4-cent stamp for postage for which send me your one hundred page catalog and full information about Aladdin Houses.

Name..... Street
Number..... Town..... State.....



You Can Always Borrow Cash Cheaper Than You Can Borrow Merchandise

WHY does the merchant borrow money from the bank?

Why does the big manufacturer, worth a million dollars, borrow money for his business?

The answer is simple, although not generally known.

Simply to buy properly—economically.

The cash discount is one of the greatest sources of profit in the business of the successful merchant or manufacturer.

He borrows a thousand dollars at six per cent and pays his bill on the discount day, and reaps a profit at the rate of 36 per cent a year—on the amount involved.

Most commodities are sold on a basis of two per cent cash discount, if paid in ten days—or thirty days net, which means if the bill is not paid in ten days, there is no cash discount and full amount must be paid in thirty days.

Therefore, the merchant who does not take the discount in ten days, *pays* the two per cent he loses for the use of the money for twenty days, or at the rate of 36 per cent per year.

This shows the wisdom of borrowing money when you can make it bring you the saving to be had in paying cash. All successful business men borrow money.

The power of cash is just as potent to the home builder as to the business man. It brings just as much profit to you, as the business man—just as much saving.

If you haven't enough ready cash to build your home, don't buy from dealers on credit. Walk up to the counter and demand

two per cent or five per cent cash discount. And if necessary, go out and borrow the cash to do it—don't, oh, don't borrow the material.

You can always borrow cash cheaper than you can borrow merchandise.

The banker will loan you money at the rate of six per cent a year, or one-half of one per cent per month, if you put the money into merchandise, or into a home. But the merchant will charge you two per cent for twenty days or 36 per cent per year if you borrow his merchandise, buy on credit. And he will *not* give you the usual *cash prices* either. He will charge something extra for the risk he takes in losing his money.

If you haven't cash with which to buy an Aladdin house, write us; tell us if you have a lot, or how much money is available and give us the names of your local bankers—or your local building and loan company and we will try to help you borrow the cash to build.

Don't think, either, that a mortgage is a disgrace. It's an old-fashioned idea. It is simply a business transaction in which you *hire* the use of a certain sum of money at a certain rental (six per cent a year) and for a certain length of time.

Like the business man, you should look upon it as a means to accomplish a certain end, to your own advantage.

And always remember that you can borrow *money* cheaper than you can borrow materials.

If you haven't sufficient money, borrow it; *but pay cash for the materials.*

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Action stimulates growth.

Re-action assimilates rot.

You are either advancing or retreating.

Nature is constant change.

Human nature obeys the same law.

Decay starts where action stops.

You can't stand still.

Are you debating some decision

(or rather some indecision)? Cease.

You can't finish what you're afraid to start.

If you fear facts you're weak.

And fear feeds on itself.

Marshall the facts. Mix them with

common sense—and act!

Start something.

Lumber Prices Advancing

During the past thirty days Southern Pine lumber prices have raised from \$2.00 to \$4.00 over the highest prices of last year!

Certainly this does not look like lumber prices would drop during 1919.

Aladdin prices have remained stable and will not be increased during this year. Every effort has been made to hold the prices down.

Customers will have the benefit of our usual forehanded purchases of materials, besides the great economies of the Ready-Cut System.

Co-Operators should especially impress the waste-saving feature on all occasions.

"I take my pen in hand—"

Being a few observations
on the art of correspondence



"This comes to inform you that I am in a perfect state of health, hoping you are the same."

Old style stuff!

Elucidating the obvious, isn't it?

Relic of the days when time was the cheapest thing we could think of.

When our forefathers wanted to entrust to paper their sentiments, thoughts, experiences or grievances they brought out the ink pot, quill and sand boxes and began setting the stage with a preamble.

"I take my pen in hand for the purpose of writing you these few lines which I hope to send by the next post to inform you that I am in a perfect state of health, hoping you and yours are the same," etc., etc., ad libitum.

In the third paragraph of the fifth page of this epistle you will find that Uncle Paul died last Friday a week—which was the heterologous stimulus for the whole epistolary effort.

The letter closed with a verbatim of the minister's eulogy, the will and the Weekly Clarion's write up of the funeral.

"Time elaborately thrown away."

Of course if time has no value for the writer or the reader—

Reminds one of the Kentucky mountaineer who was observed driving a flock of pigs every morning to pasture a mile or so up the road.

"Isn't that a waste of valuable time?" he was asked.

"Naw," was the reply. "What's time to a hog!"

Modern correspondence takes consideration of the recipient. It assumes that time is valuable and endeavors to conserve it at both ends of the line.

"Uncle Paul died Friday the 13th. Leaves everything to Aunt Susan who is standing the loss bravely. Mailing newspaper clipping. Everybody well."

There's the whole story in twenty-three words. It points the difference between modern life and what went before.

It is most annoying to the busy man or woman to have to wade through a mass of unnecessary words to reach the *reason* for sending the letter.

Did you ever notice the manner of the modern newspaper article? The whole story—the essential facts—are written into the first paragraph. Elaboration of details follow. But the busy man can get the story from reading the first paragraph alone.

That of course is the extreme and is not necessarily good letter writing form in all cases. But it is a good illustration of the conservation of time in the interest of the reader.

A good letter is first complete in its facts; courteous, but not flowery; brief, but not abrupt.

Seventy-five per cent of the business of the country is now done through correspondence. All of Aladdin's business is done through the mails.

The good letter writer can accomplish big things.

Their Third Aladdin Home

Here is a letter from one of Aladdin's best customers. Three Aladdin Homes have been built by Mr. and Mrs. Wilson. Could greater endorsement be given than that a customer purchase, repurchase, and then purchase again?

Kansas, Jan. 18, 1919.

Gentlemen:

We are now living in our new Franklin which we purchased last summer. My wife and I are alone and it suits us so much better than the large two story, eight room home we had lived in for 12 years. This is my third Aladdin home, and while I will not probably do any more building in the near future, when I do you may be assured that the fair treatment accorded to me in the construction of these three houses will be remembered.

With best wishes for a prosperous 1919, I remain,
W. H. Wilson.



What ALADDIN Golden Rule Service Means to Home Builders

Co-Operators Should Not Forget to Bring These Facts to the Attention of Prospective Customer

WHAT can Aladdin do for you? Do you really know? Have you talked with friends or neighbors who have built Aladdin Houses? If you have, you probably know.

If not, you are perhaps of the opinion that as soon as you receive the material for your house from Aladdin, the transaction is over. But in this you are mistaken, and it will be interesting for you to talk to an Aladdin house owner and learn many things that will surprise you.

When you and I were youngsters, we often overheard mother and father talking of the difficulties in building a home. Yes, that was in the past age, and bless them, mother, and father were forced to do the planning and thinking, pricing and buying, hire workmen and then be in constant worry over technical problems.

Yes, that was in the past age. Now, when you and I are practically in mother's and father's footsteps, things have changed. And greatly; for where is the Aladdin builder who has not had his eyes opened to the marvelous advance made in home building—and all this for his benefit?

For instance, how many home builders who have had no experience in erecting a home know the one correct location on the lot for their house? And then, how many know the one correct position for the house if the lot lies diagonal with the street; or if one side of the lot is square and the other side is diagonal, or if the lot lies diagonal with the street and the front end facing the street is wider or narrower than the rear end?

"But," you say, "this is not a part of the house."

Very true. But when you buy an Aladdin House, it means more to Aladdin and to you, than the material to complete it. It means that Aladdin will guide you not only in putting together the material you purchased from him, but in the completion of the entire house, from digging or excavating for the foundation, to decorating of inside walls and planting and caring for lawns, flowers, shrubbery and trees.

But, let us go further. What style of foundation is best suited to the ground on which your house will rest and what will it cost?

"Oh," you say, "any masonry contractor could give me this advice before I engaged him."

Surely, he should be able to and certainly would. But, would he consider your best interests, as against his own? If you were to ask, say, three contractors to figure on your foundation, each one would perhaps advise a different style—the one he was best equipped to build. It would be impossible to take the advice of all three.

Aladdin's advice comes in an unbiased way. He does not sell foundation material. So, when you receive from Aladdin descriptions of eight different styles of foundations, and learn of the one most suited to your soil or ground, you know that this advice is first-hand and without any strings attached to it.

At all times, Aladdin gives you the advice you may need. It is given you in a simple way, readily understood, and also gives you a complete knowledge of each operation so that you can intelligently direct the complete erection of the home.

One builder of an Aladdin home in writing to us, said: "My mason wanted to know who advised me on

the technical points in building my foundation. He said that most builders know nothing in that line. But he had never built a foundation for an Aladdin before."

What does the average man know about contracts—the wording and arranging of payments? How many know about the construction of the different kinds of chimneys—single flue, double flue, fireplace chimneys?

problem confronting you, Aladdin explains every phase of the four methods of heating a home and also gives you completed costs of each, advising you the one best suited to your needs.

Aladdin's advice also covers the lighting system for your home with detailed information on installation of gas or electricity—fixtures and materials. In many cases Aladdin's

Valuable Record Book of Aladdin Babies



Mothers of Aladdin babies, there is a neat little book, interesting and attractive, that will be mailed to you as soon as we are informed of your baby's birth. We are going to send them to every mother of a baby born in an Aladdin Home.

It is a very interesting book, bound in leather and embossed in an attractive design, which contains a number of pages of valuable information about baby, a place for baby's first photograph, list of gifts, first outing, a lock of baby's hair, fully enough space for the date and weight of the baby at birth, an impression of the little foot or hand; baby's first peek-a-boo and paddy-cake game are noted in "The Book of Baby Mine," weight chart, etc.

In the future, Aladdin's gift to the mother will be "The Book of Baby Mine," and to the baby a gift ring. Don't fail to send in the baby's name.

How many know about the proper construction of fireplaces—brick, tile, etc.?

It might be impossible for most of us to pay for this knowledge if we were to go out and seek it from the many different sources. But Aladdin will give it to you without charge. And this information and advice is presented in such good shape that many Aladdin buyers have erected their homes completely without skilled help or assistance.

When the outside of the house is finished, you get suggestions for finishing the decoration of the interior of the home—some real ideas for inviting and pleasing interiors.

And then you get practical advice from Aladdin's Landscape Department on "How to prepare the ground for your lawn," "How to seed it," "Where to plant flowers," "Proper care of shrubbery and vines," "How to transplant trees," "When to plant," "Hints on pruning trees." This help works wonders for the success of one's efforts.

And when this is over, and you begin to think you have a heating

timely advice has saved builders neat sums of real money and much unnecessary worry and trouble.

Nor does Aladdin forget the plumbing. Possibly this one item in Aladdin Service has proven more profitable to Aladdin builders than any other one. Sewage, drainage, ventilation and installation are among the plumbing pointers sent to you from Aladdin.

It is impossible here in this small space to give you a complete outline of each part of Aladdin's Service to you. But it will interest you to know that Aladdin gives you in a simple way a complete knowledge of every phase of the building of your home. And this comes to you before your building is started.

In short, Aladdin acts as an overseer. In this way it is like taking it in your own hands, where by the old method you are left to the contractor's mercies instead of your own exact knowledge of building.

And now, Aladdin is anxious to serve you. Why not put him to work at once?

Whole World Needs Re-building

As we look forth on the condition of the world we perceive that one of the greatest tasks of the immediate future lies in the field of rebuilding. Hundreds of thousands of new structures must rise on the ashes of the devastated districts of France and Belgium. In England, in Italy and in Russia hundreds of thousands more are needed. Our own needs are grave, for new building construction in the two years past has been only a fraction of that of normal times. Indeed, it has been estimated by Secretary of Commerce Redfield that there is immediate need for one million new buildings in England, France and Belgium alone, while the new construction program in this country is on a larger scale than ever previously known. The great work of the upbuilding and rebuilding of American cities must and shall be carried on, thus affording incalculable benefits to thousands of communities, giving employment to millions of workmen and affording safe investments at a just interest rate for billions of dollars of capital.

Great Building Activity Coming

After agriculture, next in importance comes the building and construction industries. Here too we find conditions of great promise. Every indication points to abnormal building activities which will ensue, not merely for a few months, but which will exist for a term of many years. All American cities today find themselves so much underbuilt that, regardless of all other conditions that might exist, there must be a tremendous amount of construction work done. Buildings are the material expressions of routine life. People must have homes in which to live and business enterprises must have structures in which to perform their functions. To sum up briefly, therefore, into the two most important divisions of business in the United States, agriculture and building conditions are found to be sound and healthy, with every indication of vast employment for both capital and labor.—Straus Magazine.

The Co-Operator's Plan

When you became a Co-Operator you remember you signed the Plan Sheet covering the regulations and giving instructions for the work.

If you have lost or misplaced this Plan Sheet please advise us immediately and we will send you another. It is really necessary for you to have the information contained in this before you.

If you still have it, get it out and read it over carefully again so as to refresh your knowledge of it.

The suggestions it contains are the result of years of experience in this work and it is desired that all Co-Operators follow it as closely as possible at all times.

This Plan Sheet is the key to pleasant and profitable spare time occupation. Put it to these uses.

Preserve Your Copies of the Weekly

Aladdin's Weekly will reach you regularly every Saturday during the year.

Its purpose is that of a forum for members of the big Aladdin family, a helpful and instructive medium for the work of Co-Operators and a mirror of the progress and activities of the company.

It is meant to be a voice for Co-Operators as well as for Aladdin. If you have a message that is appropriate for its readers, its columns are open to you. Aladdin wants contributions from members of the family; wants to see the experiences of Co-Operators related here for the benefit of all and wants the little Weekly to be as valuable as it is possible to make it.

Because of these conditions, Aladdin earnestly suggests that every copy be preserved. The ideas found in the Weekly from time to time will bear re-reading. Reference will very often be made to articles in previous issues and unless they are filed safely away and kept it will not be possible to refer back.

Have a special place in the home where they will be safe and always to be found. After each copy has been read, see that it finds its place in the file.

Quota Club

Aladdin will appreciate Co-Operators indicating their intention of joining the Quota Club.

A list of applications will be published shortly and it is desired that the first list be as complete as possible.

A description of the Quota Club was contained in last week's issue of the Weekly. Look up this information, if the facts have escaped your memory.

Garden Contest

A thousand members of the Aladdin Garden Contest are desired before February 15th.

This means that *you* should join today.

Joining doesn't require anything of you but that you live in an Aladdin.

No joining or membership fee!

You are a member the moment you drop the letter in your mail box telling us so.

Turn again to last week's issue.

Note the prizes. If you haven't ordered your seeds, do so at once.

If you have lost the blank, we'll send you another.

Be one of the thousand members to join before February 15th.

Things We Like to Hear

Illinois, Dec. 28, 1918.

The Aladdin Co.,
Bay City, Mich.

Gentlemen:—
This is to thank you for the beautiful Christmas remembrance of this paper, which we think is very kind of you.

We bless the Aladdin Company every day for our comfortable Stanhope home and for our Aladdin furnace.

Two of our neighbors are enjoying Aladdin furnaces this winter after observing the working of ours through last winter with the severe cold weather we had.

Again thanking you, I am,
Most sincerely yours,
Eunice Corwine.

Ohio, December 27, 1918.

The Aladdin Co.,
Bay City, Mich.

Gentlemen:—
Please accept our thanks for the Christmas present, which was received on time. It seems very pleasant to be remembered by Aladdin as signified by these gifts, and be sure we remember the Aladdin Co. many times throughout the year, and all are pleasant memories.

Our Aladdin Home does not lose its freshness or comfort nor can we lose any of our pride in ownership, but rather increases as time goes on.

Seeing your new ad in the Saturday Evening Post reminds us that War has gone and now we must prepare to live better than ever in Peace and surely one of the best ways will be for every family to have a real Home, where comfort and happiness thrive best.

Wishing Aladdin a Happy and Prosperous New Year.
Your truly,
Harvey Shimp.

Nebraska, December 24, 1918.

The Aladdin Co.,
Bay City, Mich.

Dear Sir:—
Today while the wind was blowing and the air filled with snow as it was driven by the cold and boisterous wind, wife and I were quietly enjoying the comforts of our Raymond heated with an Aladdin furnace when the postman came to the door and delivered the beautiful box of stationery a token of Christmas cheer sent from the Aladdin Co. I want to thank you again and again for I tell you this preacher's heart was glad. Glad that I was led to buy our Raymond through fair presentation of your plan of dealing. Glad that later I bought the Aladdin furnace because you had given me a square deal on the Raymond, and last and best glad that you now show how much you appreciate your customers by remembering them at this Christmas time. We enjoy our Raymond every day and the longer we live in it the better we enjoy it. Again I thank you.

Respt.
J. W. Sapp.

Pennsylvania, December 30, 1918.

Aladdin Cons. Co.,
Gentlemen:—

Kindly accept my sincere thanks for your kind wishes and the fine stationery you sent me. Your thoughtfulness and the attention to detail which your gift expresses, confirms my previous opinion that your firm accords to its customers greater care and consideration than is usually found in business relations and that you live up to your motto in every respect.

That you may continue to prosper in the New Year to come and throughout the years to follow is our wish to you.

Sincerely,
H. C. Nagel.

Virginia, December 26, 1918.

The Aladdin Company,
Bay City, Mich.

Gentlemen:—
This is to thank you for the attractive stationery which you so kindly sent me as a member of the Aladdin family. It was a comely thing for you to do and it serves to make those who already like you and the houses you have helped us to build like you all the more.

My Colonial still holds the affection of myself and Mrs. Clark and we have no regrets that we chose it. We have not yet seen a plan of a home that suited us so well in its natural beauty and convenience of interior plan.

If we should move from his place and build again we should in all probability build the Aladdin Colonial.

With thanks for the Season's Greetings and hearty good wishes for the continued success of Aladdin Homes I am
Yours sincerely,
W. P. Clark

South Carolina, December 31, 1918.

The Aladdin Co.,
Bay City, Michigan.

Gentlemen:—
I have just received the box of stationery and can assure you it is most highly appreciated, it makes a fellow feel that it is really worth while to be a member of the "Aladdin Family."

Accept my thanks and best of wishes for a happy and most prosperous New Year.
Sincerely yours,
J. H. Mellichampe.

Ohio, Jan. 19, 1919.

Gentlemen:—
My experience with your Company is one of pleasant memory from first to last. Your records will show that I purchased the material for your "Stanhope." I must say that everything was taken care of by your firm in the fairest manner possible and I am sure that you did far more for me on the settlement of small items incidental to the business than any local firm would have done.

I can only speak of you in the warmest terms and would not hesitate very long if I were to buy another readi-cut house. In conclusion, I wish to say the house went together in good shape, and made a cute little home. I rented it for about a year and sold it at a good profit to myself and the price I asked was also very reasonable to the purchaser. You can imagine how satisfied the purchaser was with my price, when I say he bought it "inside unseen." The renters were afraid they would have to move and would not let anyone in. The purchaser got a peek inside and was satisfied.

I have no cause to regret my dealings with you.
Wishing you the success that you richly deserve, I remain

Faithfully yours,
Jno. A. Gregg.

New Hampshire, Jan. 12, 1919.

Dear Sirs:
In all my dealings with you I'll say I have found everything entirely satisfactory, and shall recommend you as a Company doing business on the square.

Enclosed please find a picture of our "Carolina" of which we are very proud.

Frank T. Sanborn.

Pennsylvania, Jan. 14, 1919.

Gentlemen:—
I am very well pleased with the Sheridan, which I still occupy. Were I going to build another house it would be an Aladdin, and a bungalow as they made housework so much easier. Would you kindly send me your catalog or any literature you may have on pipeless furnaces for dwellings?

Again thanking you for your courtesy in our past dealings, I remain,

Leo M. Ryan.



AN ALADDIN PRODUCT

Charles William Leis, Jr., of Buffalo, New York. Born in the Aladdin "Stanhope."

Sunshine Page

*"Nothing is so contagious as a smile.
Try it on the first person you meet."*

Cheerfulness

By B. C. Forbes

"I would give a million dollars to have Charlie Schwab's smile," J. Ogden Armour, head of the \$500,000,000 a year packing business recently told me. If a smile can be worth a million, why cultivate a frown, for which there is no market?

Frank A. Vanderlip, head of America's biggest bank, will engage no high-salaried man who has not demonstrated he has the knack of making many friends. *"One mal-content in an organization,"* he says, *"is as a rotten apple in a basket of fresh fruit."*

"It is the voice with the smile that wins," says Theodore N. Vail, telephone king.

The Lackawanna Railroad recently dismissed a superintendent solely because he could not handle men harmoniously.

It was the original J. P. Morgan who proclaimed that only an optimist could win in this country.

Success is the summit we all seek to attain. We can step on no escalator or elevator and be whisked up without exertion.

The road is steep, steep as a ladder, and the exertion of brain and muscle is necessary to climb it step by step, painstakingly, pluckily, perseveringly.

Cheerfulness is one step on the ladder. Gain it early, for the gaining of this rung makes easier the ascent of all the other steps.

There is philosophy in the motto overhanging many a desk: "Smile darn you, smile." Smiling will carry you farther than swearing.

Everybody prefers to do business and to associate with a pleasant rather than a peppery person.

It has been scientifically proved that worry, discord and melancholy undermine health.

Cheerfulness makes for good digestion. It is an asset both of business and of body. Cheerfulness costs nothing, yet is beyond price.

Dissatisfaction breeds carelessness, indifference and all manner of inefficiency.

Cheerfulness is the parent of competency. It is the brother of optimism.

Cheerfulness helps you to get more—and it enables you to give more—more of that which is worth while.

The big men, the leaders of to-morrow, will be of the men of brains and cheerfulness.



The Boy With the Smile

The broad smile illuminating the young man on the left helped win his spurs. Yes sir, real spurs, for now he is Lieutenant Charles T. Porter, U. S. A. Charlie is one of Aladdin's boys. He was selected by Uncle Sam last April, went to Camp Custer as a Dough Boy, plain private, and before the summer was over had risen to corporal, sergeant and finally sprouted some nice little metal bars on his shoulders and real leather hosiery with spurs to match. We don't mean to say that Charlie's smile alone won this fine advancement, for he worked about eighteen hours a day at Custer. But his good humor, his smile just oiled up the road. His superior officers liked his work and the smile showed that he liked to work so he just naturally had bigger responsibilities handed to him until he won his spurs. Moral: Sunshine and Smiles Win Big Rewards. Try it.

*"For smiles from reason flow;
To brute deny'd, and are
Of love the food."—Paradise Lost.*

The colored trooper with a bandaged head was on leave in Paris. A sympathetic American stopped him to inquire how he received his wounds.

"Well, its like this boss," he explained. "I was sent out in front of our trench to pick up wounded. Worked all morning and got so tired I thought I'd rest a little. Well, I leaned up agin the barrage and the darn thing lifted."

Morale

Who has not heard of the importance of morale in the winning of the war?

And can you imagine proper morale in the breast of a grouch?

Morale—the kind that wins—is made up of zeal, spirit, hope, confidence and cheerfulness.

Unimpaired morale is the condition that is sustained by the foregoing mental stimulants and not the least of these is the last.

What is the condition of your morale toward life today? If it is impaired by the lack of these necessary characteristics, start out with a smile, stimulate cheerfulness and you'll soon find confidence, spirit, zeal and hope come trooping along to help you on your way. Try it.



Billy rose to fame, wrote his name in the pages of Aladdin history, distinguished himself as a real Aladdin clanster, impressed his personality upon the people of Aladdin Town and almost extinguished his bank account by designing, building and nesting in the Villa, Aladdin's biggest and many say handsomest design. Outside of that he is General Sales Manager of the company and as such has his finger on the pulse of more home building projects than any man in America. His first job with Aladdin was, putting points on pencils and because they were good points they pointed the attention of the management to him and pointed the way for ever growing responsibilities for Billy until—well now he is General Sales Manager W. H. Sharp, Jr.

ALADDIN'S WEEKLY

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VOL. VII. NO. 3

FEBRUARY 15, 1919

PRICE 5 CENTS

Right Now Is The Seed Time

UNIVERSITY OF ILLINOIS LIBRARY

MAR 21 1919

SOW your seed before April 1st. Efforts put forth right now will reap the biggest harvest of commission checks. The great majority of home builders plan their building project in the early spring. It is your job to get to them now, get them studying Aladdin's System and get them in correspondence with Aladdin before they decide or contract with other people.

Every hour you put in on the work before April 1st is worth two hours of your efforts after April 1st.

There are six weeks left to hustle. There are six good weeks to line up all the possible prospects in your immediate vicinity.

And there is a better chance for Aladdin to make a sale to those interested before April 1st than those people with whom we get in contact later in the year.

You are therefore urged to lend every effort from today until April 1st to acquire good prospects and get their names to us.

Let's make March the biggest month for Co-Operative effort in the history of the company.

You may not have observed that Aladdin's greatest advertising efforts are during the winter and early spring months. The reason is that our sales efforts are much more successful than in placing our advertising later in the year.

And the same reason exists for your putting all the steam you can generate into the work right now.

Start going today.



Merchandise Department

AFTER making a thorough study of the relationship of the Merchandise department, as formerly constituted, to the principal work of the company, Aladdin has this year made extensive changes in it.

A great many of the articles of merchandise listed in the Merchandise Catalog were manufactured for Aladdin by different concerns about the country and the goods were shipped direct from their factories to the customer.

One of the greatest difficulties Aladdin encountered was in getting these outside concerns to feel the same responsibility to the customer as Aladdin; to get them to render the kind of service that customers have a right to expect.

Of course customers are not interested in what these concerns do or try to do. They are dealing with Aladdin and look only to Aladdin for results; and if there's anything wrong the responsibility is placed on Aladdin's shoulders. This is right and as it should be of course.

Well then, when Aladdin could not get these outside manufacturers to understand the brand of service required, when shipments were delayed, when they were shipped wrong or poorly packed a reflection was cast on the Aladdin organization.

Friendly relationships with good customers cooled, in spite of everything that might be done to rectify these errors.

When one orders a lamp in November for a Christmas present and it does not arrive until after New Years, apologies are rather flat, and even offers of refunding the money do not make up for the disappointment.

The good will built up in the minds and hearts of many Aladdin customers was jeopardized.

It was therefore decided that the merchandise department would be discontinued January first, 1919—with the exception of heating plants, plumbing outfits and lighting fixtures for Aladdin houses. Aladdin can render service of the proper kind on these articles and will continue to supply them at usual money-saving prices.

The 1919 Catalog

The new 1919 House Catalog remains practically unchanged from the previous year. This is the first time in the history of the company when more or less distinct changes have not been made.

Thirteen years, Aladdin is now in his fourteenth year, thirteen years of constant improvement, refinement and perfecting of details have resulted in the present highly perfected system and almost unimprovable line of standardized designs.

Hundreds, and in some cases thousands of each type of house shown in the present catalog have been built. This is evidence that each design is basically right and meets the demand of the widest number of people. This fact is also a protection to future buyers in that they have the assurance that they will not be disappointed in their choice when design, arrangement and convenience are considered.

The present catalog is the highest type of the printer's art and has been widely commented on and Aladdin has been complimented by noted authorities on the subject.

Surely this book is a worthy representative of Aladdin. It is the only salesman employed by the company; so that expense has not been spared in its production.

Did it ever occur to you that what is saved by salesmen's salaries and expenses is a handsome figure of which the customer gets the benefit? Suppose instead of sending the catalog to you a salesman was employed to call on you. It would take about a week of his time to reach you and discuss with you what is so well explained in the catalog. His salary for one week plus his railroad fare both ways and his hotel bills would need to be added to the price of the house you bought.

These expenses are saved to you by the Aladdin plan of sales and the Aladdin catalog.

ONE MAN EQUALS SIX CARPENTERS

Hand work cannot compete with machine work in time or cost. That is why machinery is rapidly supplanting hand work in manufacturing. Machines of modern types do six times the work in one operation that hand work does. That is why a man with a machine can do more in one day's work than can six men working by hand.

The picture here shows one of the Aladdin mitre machines and operator. On the floor of Mill 2 there is a battery of these machines. It would require over one hundred carpenters to do this battery's day's work.

Did you ever watch a carpenter measure off a two-by-four with his two-foot rule, take his square and pencil a line across it, and, picking up his saw, patiently saw his way through the piece? It takes time, doesn't it?

Just watch the Aladdin way!

Without moving his position, the operator grasps the two-by-four from the truck at his elbow, slips it on the saw table, a flash of steel and it's done.

But how does he measure it, you ask.

You probably didn't notice the long steel measuring instrument stretching away from the edge of the saw. It is graduated to one-sixteenth inch, with a steel gauge. The saw leaps forward at a movement of the foot. It's done so swiftly, so easily and withal, so accurately, that you just naturally marvel!

Aladdin machinery is of the most modern types. This mitre machine cuts the lumber at any desired angle. And this without stopping to change gauges, position or saws.

The type of machine illustrated is used to cut all the mitred material in Aladdin Houses—trim, porch work, mitred sheathing and siding for dormers and gables, etc.

Aladdin Houses are efficiency-built Houses.

THE ALADDIN COMPANY
BAY CITY, MICH.


When a man refuses to take a vacation because he's afraid to trust things to others, he needs to be systematized more than his business.

ALADDIN'S WEEKLY

"He Profits Most Who Serves Best"

Vol. VII FEBRUARY 15, 1919 No. 3

Who's going to duplicate Arthur Dickson's record?

6  **6**
sales in a single month—count 'em

One check for \$120!

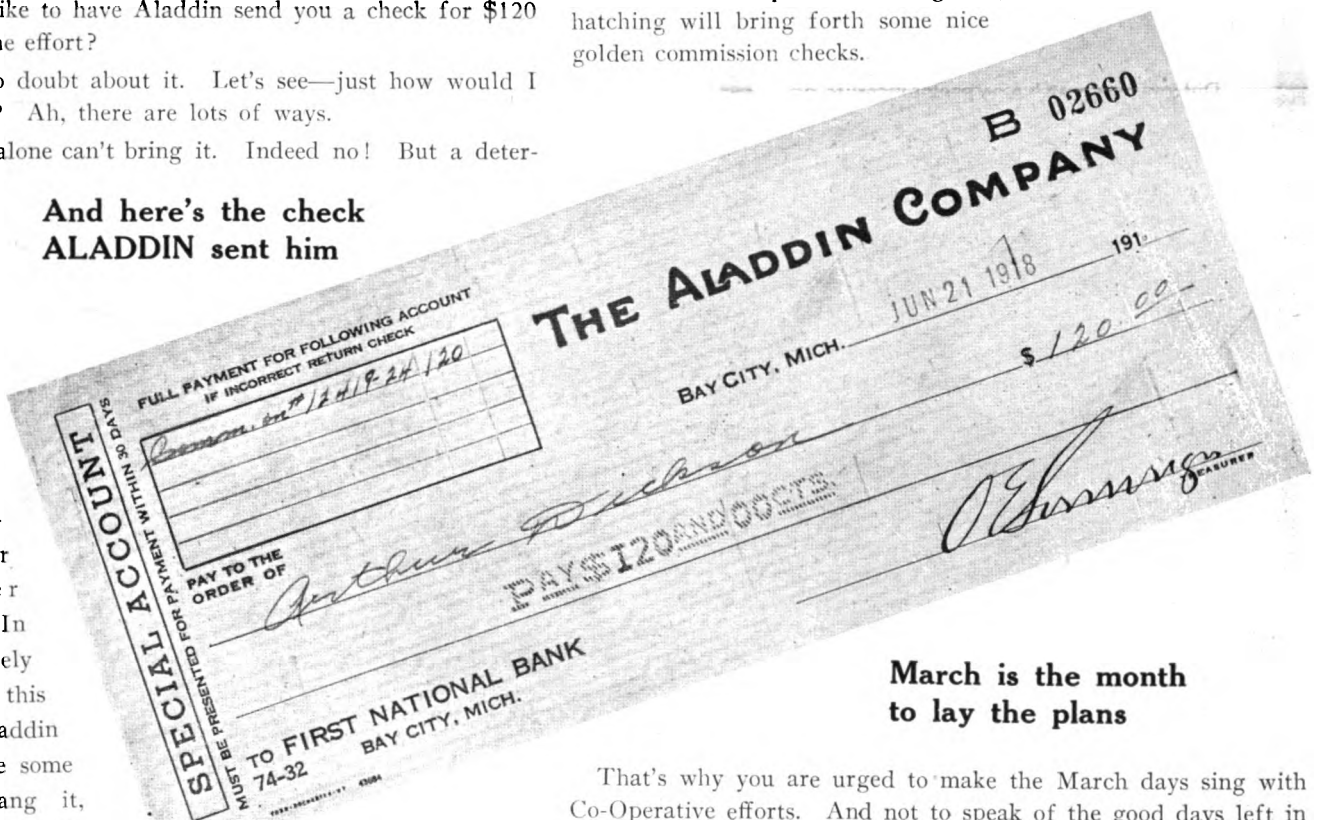
And that means that all the sales represented by this commission check were made in a single month!

Wouldn't *you* like to have Aladdin send you a check for \$120 for your spare time effort?

Of course. No doubt about it. Let's see—just how would I spend the money? Ah, there are lots of ways.

Wishing for it alone can't bring it. Indeed no! But a determination backed by a little effort and you'll likely be on Aladdin's pay roll before you realize it.

**And here's the check
ALADDIN sent him**



**March is the month
to lay the plans**

What Arthur Dickson, of Ohio, can do other Co-Operators in other places and other states can do. In fact it is entirely possible to beat this record. And Aladdin would like to see some one beat it. bang it, smash it, knock it galley west. For there's nothing Aladdin likes to do better than to write checks to Co-Operators. The bigger the better.

In fact there just naturally isn't any Co-Operator that likes to get checks any better than Aladdin likes to give them.

But March—March—aye there's the month. It's just fraught with big possibilities for \$20 checks; it's crammed with 'em,

brimming with 'em, just saturated with opportunities, for pretty nearly everybody who is going to build during the year is thinking about it by then and laying plans. And if Co-Operators will be around when the plans are being laid, the hatching will bring forth some nice golden commission checks.

That's why you are urged to make the March days sing with Co-Operative efforts. And not to speak of the good days left in February that are just as valuable as the March days.

Don't wait till tomorrow!

You'll never, never start if you do.

Start today. Get in action right here and now and then each succeeding day will take care of itself by adding more to what you accomplish today.

Beat Arthur Dickson's Record!

Stop Thief!



**The thief is an outlaw.
Moral and civil laws ban him from
the society of honest men, and
exact severe punishment. He is
an enemy to all but his own kind.**

There is another form of outlawry that is not, however, banned by the civil laws. Yet, in unrecoverable losses, it is far greater than the combined loot of all thieves.

That outlawry is *waste*!

Waste is squandering, needless destruction of usable property, loss without equivalent gain.

"Criminal Waste" is a common expression, yet what punishment is ever proposed to stop it?

President Wilson recently appealed to the country to conserve our resources, to stop the leaks, to avoid waste. Particularly was his appeal directed to the careless waste of food stuffs. It has been estimated that needless waste of food stuffs in the United States amounts to over \$1,000,000 a day!

Yet, that is only one item of thousands that are subject to the same indictment.

If the people of the United States would begin tomorrow to practice the same care in conserving all resources that is being used in France or England, the saving would equal the annual production of the land and labor of the great states of Michigan, Ohio and Indiana.

To put it another way, if those three states were taken out of the Union, the production of the rest of the United States would still be as great, should we match the waste savings as practiced in Europe.

And this appalling condition is chargeable to improper handling of materials, lack of study of the best use of commodities, thoughtlessness—carelessness!

President Wilson says: "This is the time for America to correct her unpardonable fault of wastefulness and extravagance."

Great strides have been made toward elimination of waste by modern business

men during the past few years. Yet we, as a nation, have hardly touched the real possibilities for improvement.

Immense savings are made in the mechanical processes of steel and iron manufactures. Utilization of the by-products of the chemical manufactures have added millions to the wealth of the nation. Conservation of labor—turning out more work with less effort and with shorter hours—is another field of rich possibilities.

Each one of these fields of endeavor is accomplishing much to stop waste.

And one of the most noted, most successful examples of this great principle is the Aladdin Read-Cut System of Construction.

Fourteen years ago, this great waste-saving system was initiated—a system that carried the saving right to the pocket of the "consumer," the home builder.

It is interesting and impressive to know that the Aladdin System has grown to such an extent that the business of this company, in its fourteenth year, was exactly twelve hundred times larger than its first year!

Could any greater endorsement of the success of *waste saving* be cited?

The Aladdin System of Home Building was founded upon that great principle—to conserve material and labor; to reduce the amount of material required to construct a given sized home and to reduce the amount of labor needed to erect it.

The Aladdin Company was the first industry in the world to apply these principles to home building, and one of the first industry in the world to put these principles into effect in a large way.

May the cry of "stop thief" be heard in every line of human endeavor where "Criminal Waste" is found.

Importance of Home Building

Roger Babson, the economist, says: "There are but few branches of trade which do not have a personal interest in the Government's campaign to encourage the building and owning of homes. Bolsheviks are seldom recruited among home owners but floaters, who have a stake in nothing and therefore are ready to wreck everything. The more people with homes to have and hold, the less place for the red flag,—which 'never floats above the hearth.'

"Moreover, by providing employment to those released from military service or the industrial activities of wartime, a home building boom will still further promote social safety. Building not only furnishes a market for labor in immense volume and variety, but also creates a derived demand for materials, furnishings, and domestic merchandise of almost every description. It would seem distinctly to the commercial advantage of clients to promote this campaign, both as a measure of national security and a direct stimulus to business."

Work is the only capital that never misses dividends. But Co-Operative dividends really come with effort that can hardly be called work. Co-Operators who put forth effort will have some fine dividends from Aladdin.

Health

How much are you worth—as an investment?

You are earning three dollars a day.

That's a six per cent income on an investment of \$15,650.00.

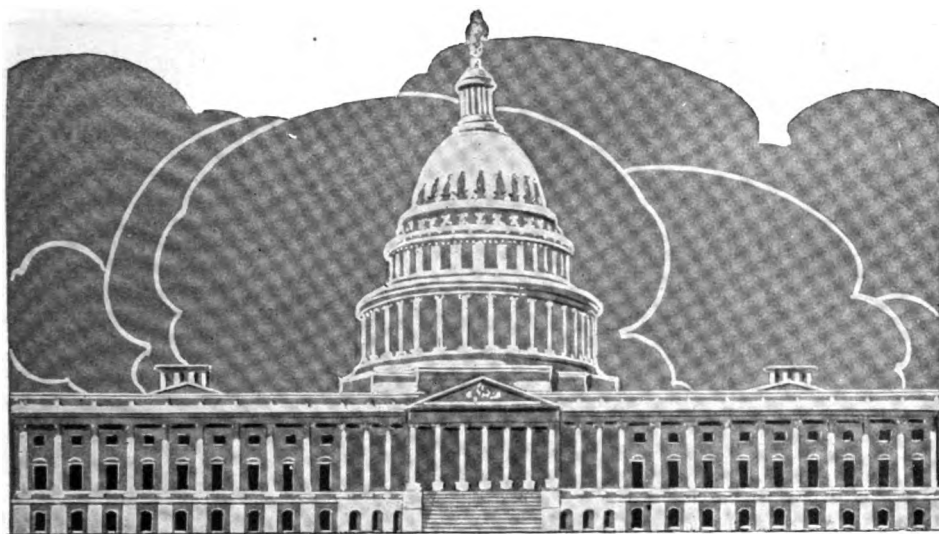
You are rather a valuable piece of machinery—aren't you?

Of course, this value depends entirely upon the constancy of income. If you stop work a week, your value drops \$300.00; a month, \$1,300.00.

Rather important, then, to keep the machine in good order—to take good care of it.

Health keeps the belt from slipping.

There is not one individual thing about the construction of an Aladdin house, or the material of which it is built that is not equal, or superior, to the house the best contractor can build.



Government Inaugurates New Department of Construction Development

Here is an important announcement just issued by the U.S. Department of Labor, Information and Education Service, Educational Division, at Washington, D. C.

A NEW division has been created in the Department of Labor for the purpose of interesting the nation in public works and private construction. Secretary Wilson announces that the new service will gather and distribute information that will enable private initiative to make the transition from a war to a peace basis without serious interruption, due to lack of data on which business judgment must depend.

A survey of business conditions will be made with a view to learning how labor and capital may be profitably employed during the critical period when factories are being made over for peace production and markets are being canvassed for future outputs.

The division which will carry on this work is now being organized by F. T. Miller, the publisher of construction periodicals, as a section of the Department's Information and Education Service, of which Roger W. Babson is chief. The new organization is called the Division of Public Works and Construction Development, and occupies the building at 16 Jackson Place.

The particular objective of the bureau's research will be to secure data for the use of the construc-

tion industry, but the material to be collected will be so varied that the information will be of value to industry generally. The facts made available will be of help to any community or investor in determining whether it is advisable to undertake public or private building at present. When circumstances unfavorable to construction are discovered an attempt may be made to correct them, but there will be no stimulation of economically unsound enterprise. The findings of the bureau will be given the widest publicity.

The pivotal nature of the building industry is economic reconstruction and the general purpose of the work of this division is expressed in Secretary Wilson's statement:

"Building construction will help to provide employment for returning soldiers and for workmen dismissed from war industries. One of the largest sources of prospective employment is the

building trade and its allied factory industries.

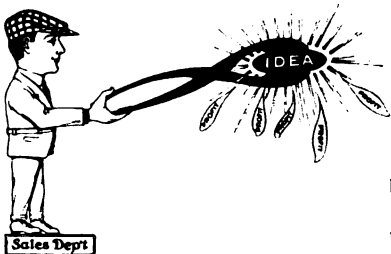
"In the case of private construction, a resumption of activity will also lessen the congestion of population, improve conditions affecting the public health and convert inactive property into active property—which supplies the means that enable communities to support the functions of governments.

"During the war the nation practically concentrated all its efforts on the production of goods for immediate consumption—war materials, food, clothes. The failure to produce the normal quota of goods for future consumption has made these scarce and high-priced, and as they are essential to further production they affect the cost of production and, consequently, the cost of living. Chief among such goods are building and other real estate improvements, including public works as roads, bridges, etc. The scarcity of buildings, for example, creates high rents.

The inquiry will be under the direction of business men of wide practical experience who are serving without pay. The actual investigation will be conducted by a group of economists and special agents supplied by the Department of Labor and other Government departments or lent by universities. The field will include the cost and supply of building materials, the amount of labor available and its cost, the values of land, prevailing rents, the supply of capital, the amount of construction held up by the war and the demand for building in all parts of the country.

Fortune favors those who hustle while they wait.





How the "Red Hot" Idea Caught On

Splendid reports are being received from Co-Operators to the effect that the "Red-Hot" idea proposed last week is already at work.

"I'm going to mail at least one thousand of these circulars," said one man in a letter just received.

"I am taking our local telephone book," he said, "and going over every name in it. To every family who does not own its home I am addressing an envelope ready to receive the circular just as soon as the printer finishes with them. And I am not going to stop with the telephone users in town for I happen to know a good many farmers. Every farmer that I can think of whose house is not what it should be will receive one of these circulars."

Another Co-Operator wrote: "It occurred to me that thrifty people—good Americans—all subscribed to Liberty Bonds. They ought to be good prospects. So I've made arrangements to get the list of Liberty Bond subscribers in our county. I'm going through it carefully and mail my circular to each one whom I can determine does not own a home."

These are just two ideas coming in from the field almost the first day. Shows how the big idea is taking hold. Shows what bright Co-Operators think of this opportunity.

Letters are coming in every day promising big things as the result of pushing this idea.

If you haven't started it going yet don't wait another day. It's one of the best ways to take full advantage of the present "Seed Time."

Forty-four more "opportunity days" before April first.



Oh! What Opportunities We Co-Operators Have

Uncle Sam's Home Building campaign is getting into full swing.

Many government departments are using the full power of the federal machinery to urge citizens to start their home building projects immediately.

"Put your war time savings into a home of your own," urges Uncle Sam. "Stinginess puts savings into a sock—Thrift puts savings into a home."

What opportunities this offers for Co-Operators! And how timely this Home Building campaign is coming right during "Seed Time," when Co-Operators can get before prospective builders while they are beginning to make plans for home building.

All the power of the government is behind the efforts of Co-Operators *right now*. There never was a chance



"Is that a joke or do you mean it?" exclaims Baby Allan Gledhill, holding back a laugh. Allan is an Aladdin babe.

like this before and there probably never will be again.

Through the news disseminating agencies of the government, and they are many indeed, every section of the country is being covered with literature on the building subject. All the state and county Councils of Defense are being used by the government to aid the movement.

"Be patriotic—build" says Secretary Wilson of the Department of Labor. "I want to see every wage earner own his own home. Own a home for the children's sake."

Could greater assistance be conceived than this governmental aid?

Think of the possibilities for \$20 checks opening up for energetic men and women in the Co-Operative work!

Today! Today!! Today!!!

An ounce of *energy on the job* is worth a pound of conversation about the job.

Next Week!

Next week there will be a full and detailed description of the Quota Club.

Great plans have been laid for this special line of activity for Co-Operators. There will be some pleasant surprises too.

There will be something about a Christmas Money Club for Co-Operators as a part of the Quota Club showing how extra money can—

But there! Wait till next week and you will get all the interesting facts. It wouldn't be well to more than tempt you in this issue.

Watch for next week's issue.

The "luck" in business has the letter "P" in front of it.

The Farmers Will Build Now

Never were there greater opportunities for Co-Operators than are now presented by the prosperity of the farmers.

Everywhere, and this means right around you, Mr. Reader, the farmer has been made prosperous by the high prices he has received for his crops.

And one of the first things the farmer does in prosperous times is to improve his farm. Isn't it easy to find the good prospects too, by a little trip into the country? Many splendid farms will be found, with great big barns and fine equipment, but a small, run down and ancient house.

It's simple to get the farmers name, if you don't know him, and either talk to him or mail him one of the circulars. The Aladdin System always appeals strongly to the farmer, who usually builds his own barns and his own house.

The farmer is always a shrewd buyer and quickly recognizes the advantages to him of buying an Aladdin house.

A little thought and time spent in the farm districts of your neighborhood will be highly profitable.

Haven't Heard From—

Co-Operator Wm. C. Haberland, Aladdin has missed your interesting letters for over a year. Count up the new houses built in your town since your last letter and guess how many \$20 checks you have missed. Let's hear from you—and send us a picture of your Sherman bungalow.

'Bout time we heard again from Co-Operator H. E. Hampton, owner of the Virginia. Surely "H. E." you can pick off some of the new houses that will be built near you this year.

Lost, Strayed or Stolen, the intense interest that Co-Operator A. H. B. Laurimore had in this department. Haven't heard from him since April, 1917.

Look-e-here Ralph T. Lane, just what happened in August a year ago to break off the lively activity that you manifested up to that time? We would like to mail some more checks to that Maples bungalow of yours. Tell us about it.

Not since July, 1917, have we heard from the owner of a certain fine looking Venus bungalow, Mr. A. A. Koplin. There are some fine opportunities in your vicinity for prospective Aladdin home owners, and also for \$20 checks for you.

Gus Krause, owner of Gretna, was awarded a merit prize in our 1915 Garden Contests, and first prize in 1915. And just think of it, we haven't had any prospects from him since 1916. Surely people around you are going to resume building this spring Mr. Krause. Let's hear about it anyway.

Co-Operator V. Hainen has received several \$20 checks but it has been about a year since he stopped Co-Operating. Drop us a line Mr. Hainen.

Last heard from Co-Operator Dale Knecht in June, 1917. Why?

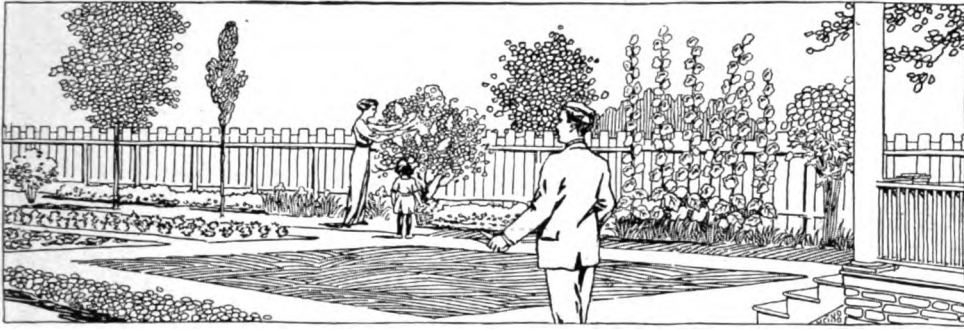
Co-Operator Chas. C. Hastings is a carpenter and wrote us he had saved \$1,000 on our Dresden cottage which he built. Some argument for you to use on prospects, Mr. Hastings. Write us.

Miss Grace Keyes earned several checks but haven't heard from her since 1917. Why not get some more of these this year?

Mrs. S. F. Hazelton, who owns our Statler Summer Cottage and has made good as a Co-Operator has stopped writing. Let's hear from you again.



A Pretty Pomona



Great Interest Taken in Garden Contest

Flood of Letters Follows Announcement, Closing Date of Contest Sept. 1st

THE remarkable enthusiasm shown by Aladdin home owners in the Aladdin National Flower Garden Contests is surely gratifying. The company's interest in the welfare of its customer friends is keen.

The home owner's contentment is Aladdin's satisfaction. And Aladdin seeks satisfaction. Hence, the Flower Garden Contest.

Yes, we all enjoy flowers. But the enjoyment and interest we have in flowers is nothing compared with the deep-seated pleasure of planting the seeds and watching for results. Our hopes are fulfilled when the tiny seed is brought to life and the bursting buds make way for many beautiful blossoms.

Aladdin gardeners have still another object. The interest merely begins at this point. The real enjoyment is in entering a picture of the garden in the Aladdin Contest and securing an expression on its appearance and attractiveness. The fact that this contest is national in scope adds more interest to it, puts it above the average contest and gives us the benefit of a wider experience and a larger variety of ideas.

Many excellent ideas may be followed with assurance of a successful result. Often times, visible obstructions are in the way of attractiveness, such as the ash barrel or a back fence. Many

have turned these obstructions into beauty spots by planting seeds of the climbing variety around them to hide their unsightliness.

In the front yard, such obstructions are less frequent, allowing a free range for excellent garden schemes. Window boxes may be added at small cost and their help in beautifying both house and yard cannot be compared with the expense.

Garden contestants have a vast amount of valuable experience at hand from previous years. Many will be enabled to prepare ideas with greater success.

Closing Date

The judges have decided to close the contest on Sept. 1st.

All pictures of gardens entered must be in the hands of the judges not later than Sept. 1st for their decisions.

When the garden is at its best, have the photograph taken and send it to the Editor, Aladdin's Weekly. Sept. 1st will allow plenty of time for everyone to picture the garden at its best and enable Aladdin's Weekly to announce the results much earlier than otherwise.



Household Hints

By Evelyn Beach

Spanish Coffee

Take the required amount of ground coffee, for each person, tie in a cheesecloth bag. Pour boiling water into an earthenware pitcher, put coffee into this, cover well, and set pitcher into a pan of boiling water, keep on the back of hot stove a few minutes and serve.

Washing of Corduroy

Never wring corduroy, wash and rinse well, squeeze the water out, then hang on a line, with the stripes running perpendicular as far as possible.

Ink Stains

Several applications of salt on newly made stains of ink will remove them.

Beef Loaf

In making meat loaf, if a pound of sausage meat is added, the loaf will keep moist longer and be more palatable.

Left Over Potatoes

If left over mashed potatoes are put into a double boiler, the same as a cereal and warmed up, it will be like fresh cooked.

Quick Peeling

If boiling water is poured over grape fruit, or oranges to be used for a salad, let stand three minutes, they will peel easily.

For Juicy Pies

A delicious jelly-like thickening may be made by adding a tablespoonful of minute tapioca to the sugar for sweetening the pie.

For Rinsing Clothes

A cup of salt added to the rinse water will keep the clothes from freezing so stiff these cold days.

Flavor for Bacon

Add half a teaspoon of dark syrup to the grease while frying ham or bacon, the flavor will be improved, and it will fry a fine even brown without cooking hard.

Scotch Bread

Scald one cup of milk, or milk and water, teaspoonful of salt, add one cup of rolled oats, cook slowly, letting stand a half hour, add one-fourth of an yeast cake, two and one-half cups of flour, knead, let rise, double its bulk, knead again, make into loaves, let rise again, bake in a moderate oven about one hour.

Potato Giddle Cakes

Peel, wash and grate into a little cold water twelve large potatoes, drain and pour in two cups of boiling milk, stir in two eggs, one teaspoon of salt, three heaping tablespoons of flour and one teaspoon of baking powder. Bake the same as any other pancakes.



Sunshine Page

"Nothing is so contagious as a smile.
Try it on the first person you meet."

Aladdin's Beard

Why Aladdin's beard?

It's a fair question and was sent to us by a Co-Operator of the fair sex, who evidently: "Preferring sense, from chin that's bare, To nonsense thron'd in whisker'd hair"—objects to the appendage shown on Aladdin's face.

"Your reincarnation of the spirit of Aladdin was a wonderful thought, an inspired idea," she continues, "but because whiskers were popular in ancient days, is it necessary to burden such a modern, up-to-the-minute, Americanized Symbol of Service as Aladdin with this insatiable face mask?"

"You know I don't like whiskers and not the least of the reasons is that they are the joint symbol, with the red flag, of anarchy, bolshevism, and other forms of murder. It's said in defense of whiskers that a beard is evidence of manliness. Conversely then the shaver's face is effeminate."

"How about the ape? He must be the supreme example—the last word in manhood. 'Why? Because he can grow the most hair.'"

"Won't you take Aladdin to the barber shop?"

There's a lot of truth in this letter. Perhaps some one would like to present the other side of the question. It's open to debate.

The question is: Shall we take Aladdin to the barber shop?

Let's hear from others.

Happiness is a state of mind.

Weekly Dancing

New Hampshire.

Aladdin Co., Bay City, Mich.

Dear Sirs: You can't imagine my surprise when I received your fine gift right upon Christmas Day and to show you how pleased I am, I am writing my first thank you letters to you. We still think the world of our Aladdin home and there isn't a week goes by that we don't have a party of a dozen or more young folks and they certainly have a good time dancing in our big living room.

Wishing you the very best of luck, I am as ever,

Yours respectfully,

Fayette A. Billings.

Dec. 25, 1918.

Be Of Good Cheer

"Cheerfulness, sir, is the principal ingredient in the composition of health."—*The Apprentice.*

You hear that boy laughing? You think he's all fun; But the angels laugh, too, at the good he has done; The children laugh loud as they troop to his call, And the poor man that knows him laughs loudest of all.

—Holmes.



A Little Bit of Sunshine
Master Mark Stooksberry
Born in Aladdin house about two
years ago.

Let's have more happy babies to
print on this page. We like the smiling
kind.

Our Art Gallery



OMP stands for—well, it sounds like Umph! Umph stands for umpire but umpire won't stand for everything—that is, not entirely everything. OMP is the zealous guardian of Aladdin's cash box, cash book, cash register, adding (and subtracting) machine, strong box and treasury. He's the leader of the ghost walk (patter for pay day) and is awfully popular on the 1st and the 15th when Aladdin folks reluctantly accept the semi-monthly pay checks. He's a lawyer by profession, a singer by confession and a bon vivant by obsession. Outside of that he is auditor of the Aladdin Company and a good one, for so far he can balance his books without using too much red ink—introducing Mr. O. M. Pierce.

Walt Mason Builds a Shed,



I started to build me a shed to hold ice, and the neighbors came over with "helpful advice." They sat on the grass with the trees hanging o'er, and talked of the sheds they had builded of yore. "Such beautiful sheds," said those eloquent jays, "were never beheld in these degenerate days." Whenever I drove a nail into a board, some critic reared up on his hind legs and roared: "Oh, you mustn't do this" and "You mustn't do that," and "Your wall is too high," and "Your roof is too flat."

I tried to follow all counsel they gave, as I toiled with my hammer and plane and spoke-shave; I changed and I altered, I fumed and I cursed, and busted my fingers and ruined my thumbs, while those critics sat around me displaying their gums. And when it was finished it fell with a crash, and nearly reduced me to Hamburger hash.

I crawled from the ruins and picked up a rail, and chased all those neighbors through dingle and dale, and cried, as I smote them: "Odds Fish and Cogswound! No more shall I toil with cheap Alecks around. I'll build as I list, since I'm paying the price, and woe to the gaffer who springs 'good advice.'"

The colored soldier stationed near New York received word that his girl was ill. Failing to get leave, he started that night without it but was stopped by a sentry. "Where's yo' pass?" he was asked. "Aint got none," replied the runaway. "Where yo' goin'?" asked the sentry menacingly. "Look here, boss," came the reply. "Ma mother's in heaven, ma father's in hell and ma gal's in Hoboken an' I'm goin' to see one of 'em tonight."

Senator Lodge Was Peeved

Senator Lodge while visiting in a rural district dropped in on a boyhood friend, now a justice of the peace. While chatting over old times a couple came in to get married. The justice married the pair and after accepting a moderate fee, handed the bride an umbrella. Lodge observed the proceeding in solemn silence, but after the couple had gone he asked,

"Do you always do that, Arthur?"

"Marry them? Oh yes, if they have the license."

"No, I mean give the bride a present."

"A present? Why, wasn't that her umbrella?"

"No," said Lodge peevishly, "it was mine."

ALADDIN'S WEEKLY

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Join the Aladdin Peptimists!

What is a Peptimist?

It isn't a Pessimist, for a Pessimist says it *can't* be done.

It isn't an Optimist because an Optimist *thinks* it can be done—hopes.

The Peptimist goes and does it.

Peptimist means pep, action—get there!

And it's the Peptimist who gets the rewards that always come to those who *do things*.

An Aladdin Pessimist is one who hasn't entered the Co-Operative work. Doesn't think there'll be much building around him, and if there is much building doesn't think he can find the time or doesn't think he's lucky enough to land the prospect.

An Aladdin Optimist joins the Co-Operative work, sees the possibilities of the plan, gets a few prospects and hopes for results.

But the Peptimist—the Peptimist has none of the faults of the Pessimist, has all the virtues of the Optimist, plus a determination to make the opportunity pay dividends. Pep, action, faith in himself, belief in his success, and by the combination of these qualities he transmits them to prospects and reaps the dividends.

There isn't one of the qualities of the Peptimist that cannot be developed by any Aladdin customer. The minute you say to yourself—"I will," just that minute are you eligible to the Peptimist class, and that minute you begin to prepare the way for getting on Aladdin's pay roll.

With the help you will receive from the Aladdin organization and especially from Aladdin's Weekly which will reach all Co-Operators regularly, you will have smooth sailing and (smooth sale-ing) with all of the Aladdin Peptimists.

And right this minute is the time to say the magic words "I will" for every day now people are beginning to plan their home building and to look around for ideas. These are golden days for Co-Operators, these days before April 1st. Every hour spent now on the work is worth two hours after April 1st.

Get all the possible live prospective home builders with Aladdin Catalogs in their hands before April 1st and the days that will follow through the year will see the dividends reaching you.

The Quota Club that is announced elsewhere in this issue has real rewards for Peptimists. Say: "I will."

Join the Aladdin Peptimists.



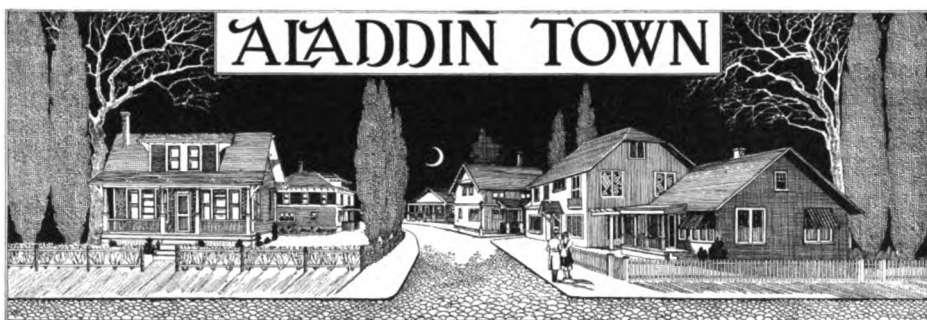
The Optimist Sees the Doughnut.



The Pessimist Sees the hole.



The Peptimist Owns it.



The Genuine ALADDIN and the Imitation

Often an imitation is so closely made to resemble the original that from appearances it is hard to distinguish between them. But here is shown a sharp contrast between the Aladdin Marsden—the original and an imitation. The Aladdin Marsden listed in the catalog at \$1355 was completed for \$2859.



THE GENUINE.

The imitation Aladdin's completed cost was \$3342.

The houses are the same in size, identical in height of foundation and each have the same heating, lighting, and plumbing. Both were erected under the same conditions and the original was completed for \$483 less.



THE IMITATION.

The imitation Aladdin has all the earmarks of an "imitation" of the cheap variety. Notice the poor proportions on the bay window at the side of the imitation, also the faulty and crudely proportioned roof, the incorrect dormer—and the effect of plainness that robs it of the home spirit.

The carpenter cannot be blamed. He tried to build it the same. Aladdin's plans and material would have saved this disappointment and saved the owner \$483.

Three Little Devils

Every business has to contend with three little devils that are always busy. They work days and nights and Sundays with never a let-up.

They have tremendous appetites. They are always eating profits. They never do anything for their keep and they never add anything to the business. They are always taking away from it.

Mr. Business Man simply can't get rid of them. He knows it and they know it. So Mr. Business Man has to make arrangements to earn enough to feed them, in addition to what he earns for himself.

One is Taxes.

One is Insurance.

One is Depreciation.

They are sometimes called T., I. and D.

Everybody knows what Taxes are and everybody knows what Insurance means.

Depreciation means wearing out machinery and buildings. A machine that wears out in ten years must be replaced at the end of that time with a new machine. So that about one-tenth of the value of the machine is lost every year.

That means that there is a depreciation, a loss, of ten per cent per year on that machine. The same holds good with everything about a business. Constant wear, or loss, and this must be added as a part of the cost. Repairs mean the same thing—loss due to wear and tear, or Depreciation.

Have you ever thought that these three little devils, T., I. and D., are always busy with your home, too?

They are.

You have to pay Taxes; you have to have home Insurance, and you have to make repairs, or contend with Depreciation.

It isn't hard for you to figure up what they amount to and average them for a period of years.

One Co-Operator wrote us recently that he had taken care of these three little devils now for four years with his Co-Operator's Commissions. And Taxes didn't worry him any more, nor did Insurance. Aladdin's checks also took care of his repairs.

Some advantage over other home owners, isn't it?

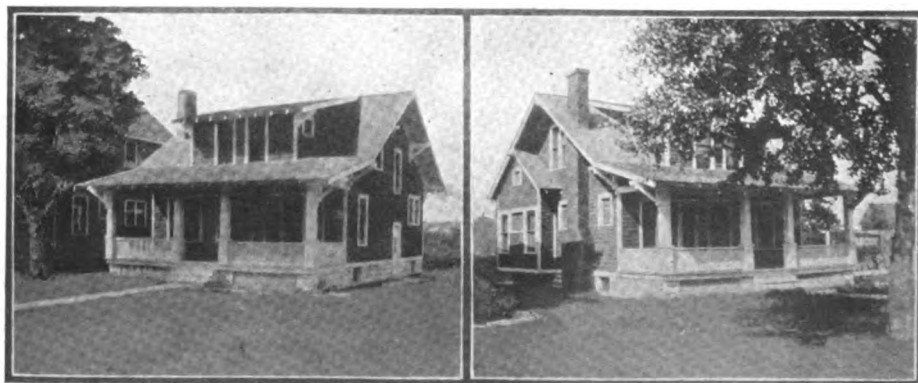
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\$600,000,000 for Houses

In an address delivered Nov. 25 at the Seventh National Conference on Housing, Thomas Adams, Town Planning Adviser of the Canadian Commission of Conservation, stated that England proposes to spend at least \$600,000,000 on new houses in three years after the war. The state will meet 75 per cent of the loss due to expected falling in value of materials and labor during the next seven years. This will mean a national contribution of about \$188,000,000 and a local contribution of about \$47,000,000. England will simultaneously insist on the standards of private construction being raised; and will go on demolishing its slums. No less than 60,000 houses were made fit by landlords in 1913 under Government compulsion. The density of house building in England will be governed by town planning schemes, fixing 12 houses to the acre in towns and eight to the acre in cities. Land purchase, local transit, and house building will proceed side by side.

A Good Suggestion

Here comes a suggestion from our good friend and Co-Operator, Carl J. Wilson, of Pennsylvania. The thought surely springs from a generous impulse to help one's neighbors over the rough places. Mr. Wilson says, in speaking of a prospective customer, "I will try with all my power to help her in erecting her home, and to advise her in any help she may need, gratis. This suggests a thought to me. What was an old custom, but not used much of late—how our neighbors and friends would band together and have barn raisings, wood choppings, frolics, and each help in some work for a neighbor. Why could not we, as the Aladdin family, in each and every section, do likewise, to help our neighbor in erection of his Ready-Cut house? I, for my part, make the first motion."



Aladdin Marsden, erected by Post, of Postum Fame, Battle Creek.

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"He Profits Most Who Serves Best"

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Here Are the Details of The Quota Club

Since announcing the formation of the Aladdin Quota Club in a previous issue the organization has been busy working out the details.

And here they are.

Certainly it is possible for You to be a 100% Co-Operator. When you think of the homes that will be built in your vicinity this year it ought to be easy to make at least four of them Aladdins.

Four Aladdins sold with your assistance *puts you in the 100% Class!*

But let's read them:

Every Aladdin Co-Operator is entitled to membership in the Quota Club. The first sale makes you a member. The advantages of this club for its members are as follows:

100% Co-Operator

We all like to know when we are doing as much as possible or as much as the average. As soon as a Co-Operator makes up his 100% rating he or she is awarded an extra bonus check of \$20.00. Here is the method of rating Co-Operators:

100 or more good inquiries or prospects equal	20%
1 sale to prospects (20% for each sale)	80%
Total	100%

This method is used to show Co-Operators their standing—it will enable you to determine your percentage in the Quota Club. Fifty inquiries equal 10% and one sale 20%—total 30%. That would be your stand-

ing. One hundred inquiries 20%—2 sales 40%—total 60%, etc.

Christmas Money Plan

The Christmas money plan is a feature of the Quota Club. It starts working with the second house sale you make. Besides the \$20.00 commission check you receive for each sale made to one of your prospects, you will be credited with \$5.00 extra on all sales starting with the second. This credit is carried on our books until Dec. 1st, when it is totaled and a check for full amount of Christmas money mailed to you.

Thus a 100% Co-Operator will have received four \$20 commission checks, \$80, the extra bonus check of \$20, and the three \$5 Christmas checks December 1st—total of \$115. The only checks not mailed as each sale is made are the Christmas \$5 checks.



"My Daddie's a Peptimist."

The Quota Club is off! Who'll be the first 1919 member?

"I will" _____ "I will" _____ "I will" _____

A 500% Quota Man!

You've read the Quota Club announcement, of course.

"I'm going to get into that 100% class," you've already said to yourself.

That's the spirit that will put you there, too. But don't set that as your limit. That is a good goal to reach out for. There is no limit to set for results.

There will be 200% Co-Operators. Yes, and 300 and 500% Co-Operators. Some localities will offer much greater opportunities for Co-Operators than others so that there *ought* to be 500% Co-Operators.

No community in the whole country is so dead as not to offer good possibilities for reaching the 100% class.

If you stop eating for forty-eight hours you have accumulated some appetite—your desire for food is tremendously greater than when you can have food any time.

Just so with home builders for the past two or three years. They have been told they couldn't build. Their desires are tremendously greater for this very reason. And they are going to build just as quickly as the spring weather arrives.

Added to their whetted appetites for the new homes is all the force of the Government's home building campaign. Uncle Sam says "Build, Build," and Uncle Sam is going to encourage home building in every way he knows how.

So remember that your goal is to make the 100% class in the Quota Club, but there should be no limit to your ambitions.

"Failure is only for those who think failure."

Progress with "Red Hot" Idea

More Co-Operators are reporting progress on the "Red Hot" idea.

And reports are beginning to reach Aladdin of the success of the plan. Have you got it working yet?

It will help tremendously to make the most of the "golden days" before April 1st. One Co-Operator got a list of the farmers from each rural mail carrier and mailed the "Red Hot" circular to each one.

He doesn't expect every farmer in his county will build a house but a great many of them will have barns or other buildings to put up this year and *some* of them will build new houses.

Every farmer in his county is going to know about Aladdin and no opportunities will be lost at least. It's a corking good idea.

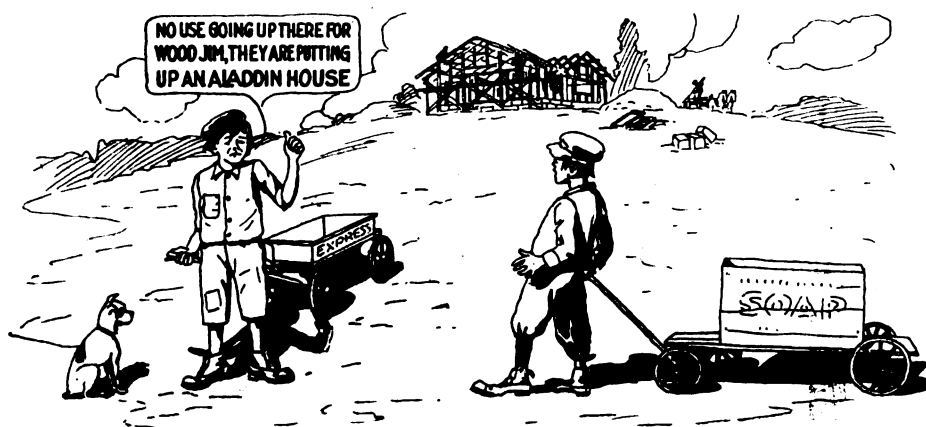
Come to think of it the mail carriers are a good source of information for Co-Operators. They are covering the entire community and certainly hear of many things in their rounds. It would be good policy to interview them not only for country prospects but for town prospects too.

Co-Operators who have failed to put the "Red Hot" sales plan at work are really overlooking a strong sales force. It is really utilizing in a local way the principle so profitable to Aladdin in a national way, for you know all this company's business is secured through the efforts of printed matter and correspondence.

If you want any assistance from this office in carrying out the plan, don't fail to ask for it.

Put it to work.

"Luck looks for something to turn up; labor turns it up with thinking and elbow grease."



37--More Days--37

There are 37 more golden days left for Co-Operators before April 1st.

Thirty-seven days to *make* the most of 1919 Co-Operative opportunities.

This, of course, does not mean that the days following April 1st will not have opportunities, but it does mean that *no opportunities* will be lost by putting full steam into the work before April 1st.

Impressions are formed, plans are laid and decisions are made by home builders right now—every day some one is deciding. To get before these new home builders *now* before they have decided on some other plan than Aladdin's, means that you will reap the harvest when the money is spent.

Aladdin urges you strongly, because of his long experience in these matters, to put your very best efforts into the Co-Operative work right now.

Later in the year you will realize the wisdom of this and the profitability of it too. You know when you have a good prospect with an Aladdin catalog in his hands, and when Aladdin's sales department is on the job, you have nothing more to think about, except cashing Aladdin's check when the sale is made.

Make up your mind that every one of the remaining thirty-seven days left will see something done on the Co-Operative work.

A Possible Source of Prospects

Did you ever think of calling on your banker for information as to prospective home builders?

Nearly every banker can tell you of prospects, and some times they will tell you of people who ought to own homes, and have the money to build.

Bankers are not cannibalistic. They won't bite when asked questions. Perhaps it would pay you to interview one or more of them.

The Catalog

The Aladdin Catalog just fits the side pocket of a man's coat. You'll find it profitable to carry it there regularly. It acts as a reminder of your Co-Operative mission and serves to catch the attention of interested people very often.

An Experience Column

How about an experience column? Aladdin likes to receive letters giving the experiences of Co-Operators.

Wouldn't it be profitable, and interesting too, to all Co-Operators to hear the experiences of each other? A column in the Weekly will be set aside for this purpose if Co-Operators will respond to the idea.

Should you care to write the Chief Co-Operator about matters you wouldn't care to have reprinted in the Weekly, you may be sure your request will be granted. You have only to say, "don't print" this, and it will not be printed.

And speaking of writing Aladdin. Reports of calls, investigations, etc. by Co-Operators are highly desirable.

Aladdin will hang up a prize of \$5.00 to be paid April 1st to the Co-Operator who makes the best weekly reports during the coming six weeks.

This means a letter mailed every Saturday to Aladdin giving a report of the week's work. Don't save up your prospects to send in on Saturday. Send the names in as you receive them, but at the end of the week write a letter giving the facts about your activities of the week, your experiences and what new ideas, if any, that you have acquired.

Go after this prize.

Work is the only capital that never misses dividends.

Aladdin Can't Help This Customer

"The sun never sets on Aladdin houses!"

You remember the old saying that the sun never sets on the Queen's domains. This had reference to Queen Victoria and the British empire which stretched around the world, and some parts of the British empire was always under the rays of the sun.

The same holds good for Aladdin houses, which have so far encircled the globe as to always somewhere be out of the darkness at any time during the twenty-four hours.

This recalls to mind a recent dispatch in the public prints stating that the island of Tahiti, way down in the South Pacific ocean, was a terrible straits because of the Spanish Influenza. Medical Supplies on the little island were exhausted and the wireless from there told of people dying by the hundred.

The island is literally thousands of miles off the regular trade routes of vessels and it requires weeks to reach it from the nearest civilized port. No ships were available to transport relief.

Just how the inhabitants will make out under these conditions is not known.

Aladdin shipped a house from his western mill to Tahiti three years ago, and is sorry there is no way to render service or assistance to this customer.

"Too much rest is rust."